\*\*\*\*\*\*\*\*\*
WISN-TV
(Milwaukee, WI)

\*\*\*\*\*\*

# ELECTRONIC POLITICAL AND ISSUE ADVERTISING PUBLIC INSPECTION FILE CHECKLIST

This checklist must be completed for each federal, state, and local <u>political ad</u> or federal or state <u>issue</u> <u>ad</u> buy. These items must be placed in the station's Public Inspection File as soon as possible after they are available, and they must be maintained in the station's Public Inspection File for 2 years.

avana	ore, and they must be maintained in the str	anon's Public II	aspection	File for 2 year	S.	
Candi	date/Issue	DEMOCRAT	TC SE	NATORIAL	CAMPAIGH	COMMITTEE
candid	Dates (if one folder is used per late, a separate checklist must be lated for each flight)	9/11/12	- 101	1/12	<del></del>	
					<u>Initials</u>	
1.	Executed Political/Issue Advertising Agreement (BPMHL-P3 or NAB PB-17	7)	Date:	9/18/12	æ	
2.	Original contract showing requested time (when available)		Date:	8/20/12	@_	
3.	Updated contracts as order changes.		Date:	8/23/12	_Q_	
4.	Invoice of schedule as actually broadcas including amount of rebates given (exac date, time, class of time and amount			8/24/12 8/27/12 9/18/12	LC QC EQ	
	for each rebate), if any		Date:	9/27/12	<u> Se</u>	
		Chaol	rliet Com	- Into di		
		Check	dist Com	pieteu.		
		Ву:				
		Date:			<del></del>	

# AGREEMENT FORM FOR NON-CANDIDATE/ISSUE ADVERTISEMENTS

Station and	Location:	Da	Date:						
Wis	91	10/12							
I,do hereby reque	DAN est station time conce	NAGELIE TO THE FOLK	owing issue:						
Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks				
	As	5RT	ÆREI						
Total Charges:									
This broadcast time will be used by:  DSCC - (E									
	programming (i relating to any								
	Yes								

importance," list the name of t	unicates a message relating to any poli the legally qualified candidate(s) the production of the election (s) (if applicable	rogramming refers to, the
For programming that "commu importance," attach Agreed Up	unicates a message relating to any polition Schedule (Page 3)	tical matter of national
l represent that the payment for	or the above described broadcast time l	nas been furnished by:
	)SCC-1E	
and you are authorized to anno furnishing the payment, if other	ounce the time as paid for by such persor than an individual person, is:	on or entity. The entity
a corporation; a con	nmittec; 🔲 an association; 🔲 or o	ther unincorporated group.
THIS STATION DOES NOT I	sses of the chief executive officers, dir below (may be attached separately): DISCRIMINATE OR PERMIT DISC THE PLACMENT OF ADVERTISI	430 3. CAPTIL ST 3E Washington Oc 20003 RIMINATION ON THE BASIS
easonab attorney's fees, that madvertise ent(s). For the above	rmless the station for any damages or any ensue from the broadcast of the about stated broadcast(s), I also agree to be delivered to the station at least d broadcasts.	ove-requested preparc a script,
TO BE SI	GNED BY ISSUE ADVER	TISER
1 7/12	In Nila	202-338-8700
ile /	/ 5.6	Contact Phone Number
TO BE SIG	NED BY STATION REPRI	Rejected
Signature	Printed Name	Title

## AGREED UPON SCHEDULE

F All Issue Advertisements That Communicate a Message Relating to Any Political Matter of National Importance

Brondcast L- )th	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks
	A	04	JOER	ED	

Total Charges:

## AFTER AIRING OF BROADCASTS:

Attach invoices or Schedule Run Summary to this Form showing:

- (1) actual air time and charges for each spot;
- (2)th date(s), exact time(s) and reason(s) for Make-Good(s), if any; and
- (3) the amount of rebates given (identify exact date, time, class of broadcast and do far amount for each rebate), if any.
- No : Because the FCC requires that the political file contain the
- ac I times the spots air, that information should be included in the
- file is soon as possible. If that information is only generated monthly,
- th e should include the name of a contact person who can provide
- the mes that specific spots aired.

# CONTRACT



**WISN TV** 759 N. 19th Street Milwaukee, WI 53233 (414)342-8812

And:

**Great American Media** 3050 K St NW Washington, DC 20007

Alt Order# Contract / Revision 943784 06278065 **Product** DSCC-IE Contract Dates Estimate # 09/11/12 - 10/01/12 1612 Advertiser Original Date / Revision Democratic Senatorial Campaign Committee 08/20/12 / 08/20/12 Billing Cycle Billing Calendar Cash/Trade EOM/EOC Broadcast Cash Station Account Executive Sales Office WISN Will Hildebrandt HRP -Washingt Special Handling Demographic Adults 35+ IDB# Advertiser Code Product Code 8091 49 53 Agency Ref Advertiser Ref

thing Ob Olad Data Fold Data Data Data	<b>-</b>	Spots/			
*Line Ch Start Date End Date Description	Start/End Time	Days Length Week Rate	Type S	pots	Amount
N 1 WISN 09/11/12 09/17/12 GOOD AFTERNOON AMEI	RI1P-2P LTC 9/07 <u>Rate</u> \$300.00	:30	NM	2	\$600.00
N 2 WISN 09/18/12 10/01/12 General Hospital  Start Date End Date Weekdays Spots/Week  Week: 09/18/12 09/24/12 MTWTF 1  Week: 09/25/12 10/01/12 MTWTF 1	2-3pm/1-2p <u>Rate</u> \$350.00 \$350.00	:30	NM	2	\$700.00
N 3 WISN 09/11/12 09/17/12 Late News 10PM <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 09/11/12 09/17/12 MTWTF 2	10-1030p <u>Rate</u> \$1,400.00	:30	NM	2	\$2,800.00
N 4 WISN 09/18/12       10/01/12       Late News 10PM         Start Date       End Date       Weekdays       Spots/Week         Week: 09/18/12       09/24/12       MTWTF       2         Week: 09/25/12       10/01/12       MTWTF       2	10-1030p <u>Rate</u> \$1,600.00 \$1,600.00	:30	NM	4	\$6,400.00
N 5 WISN 09/18/12 10/01/12 The View  Start Date End Date Weekdays Spots/Week  Week: 09/18/12 09/24/12 MTWTF 1  Week: 09/25/12 10/01/12 MTWTF 1	10-11am <u>Rate</u> \$500.00 \$500.00	:30	NM	2	\$1,000.00
N 6 WISN 09/11/12 09/17/12 The View <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 09/11/12 09/17/12 MTWTF 2	10-11am <u>Rate</u> \$700.00	:30	NM	2	\$1,400.00
N 7 WISN 09/11/12 09/17/12 Late News 1030PM <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 09/11/12 09/17/12 MTWTF 1	1030p-11p <u>Rate</u> \$850.00	:30	NM	1	\$850.00
N       8       WISN 09/18/12       10/01/12       Late News 1030PM         Start Date       End Date       Weekdays       Spots/Week         Week:       09/18/12       09/24/12       MTWTF       1         Week:       09/25/12       10/01/12       MTWTF       1	1030p- <b>1</b> 1p <u>Rate</u> \$950.00 \$950.00	:30	NM	2	\$1,900.00
N 9 WISN 09/11/12 09/17/12 Nightline <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 09/11/12 09/17/12 MTWTF 1	11p-1130p <u>Rate</u> \$400.00	:30	NM	1	\$400.00

(\* Line Transactions: N = New, E = Edited, D = Deleted)

Notwilhstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise, on contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Four weeks advance cancellation notice is required unless otherwise specified.

08/20/12 / 08/20/12



Democratic Senatorial Ca

Spots \*Line Ch Start Date End Date Description Start/End Time Days Length Week Rate Type Spots Amount Start Date End Date Weekdays Spots/Week Rate N 10 WISN 09/18/12 10/01/12 Nightline 11p-1130p :30 NM 2 \$1,500.00 Start Date End Date Weekdays Spots/Week Rate Week: 09/18/12 09/24/12 MTWTF--1 \$750.00 Week: 09/25/12 10/01/12 MTWTF--\$750.00 WISN 09/11/12 09/17/12 11A-12N LTC 9/07 11-12pm :30 NM \$400.00 Start Date End Date Weekdays Spots/Week Rate Week: 09/11/12 09/17/12 MTWTF--\$200.00 12 WISN 09/18/12 10/01/12 THE CHEW 12P-1P :30 NM \$1,200.00 Start Date End Date **Weekdays** Spots/Week Rate Week: 09/18/12 09/24/12 MTWTF--\$300.00 2 Week: 09/25/12 10/01/12 MTWTF--2 \$300.00 WISN 09/11/12 09/17/12 General Hospital 2-3pm/1-2p :30 NM 2 \$700.00 Start Date End Date **Weekdays** Spots/Week Rate Week: 09/11/12 09/17/12 MTWTE-2 \$350.00 14 WISN 09/18/12 10/01/12 KATIE COURIC M-F 2-3P :30 NM \$2,000.00 Start Date End Date Weekdays Spots/Week Rate Week: 09/18/12 09/24/12 MTWTF--2 \$500.00 Week: 09/25/12 10/01/12 MTWTF--2 \$500.00 N 15 WISN 09/11/12 10/01/12 3-4p :30 NM 6 \$3,000.00 Start Date End Date Weekdays Spots/Week Rate Week: 09/11/12 09/17/12 MTWTF--2 \$500.00 Week: 09/18/12 09/24/12 MTWTF--2 \$500.00 Week: 09/25/12 10/01/12 MTWTF--2 \$500.00 WISN 09/11/12 09/17/12 DR. OZ 4P-5P :30 NM 2 \$1,000.00 Start Date **End Date** <u>Weekdays</u> Spots/Week Rate Week: 09/11/12 09/17/12 MTWTF--\$500.00 2 17 WISN 09/18/12 10/01/12 DR, OZ 4P-5P :30 NM \$2,400.00 Start Date End Date <u>Weekdays</u> Spots/Week Rate Week: 09/18/12 09/24/12 MTWTE--2 \$600.00 Week: 09/25/12 10/01/12 MTWTF--2 \$600.00 N 18 WISN 09/11/12 News M-F 430a 10/01/12 430-5a :30 NM 3 \$300.00 Weekdays Start Date **End Date** Spots/Week Rate Week: 09/11/12 09/17/12 MTWTF--\$100.00 1 Week: 09/18/12 09/24/12 MTWTF--1 \$100.00 Week: 09/25/12 10/01/12 MTWTF--1 \$100.00 19 WISN 09/18/12 10/01/12 News M-F 5p 5-530pm :30 NM 4 \$4,000.00 Start Date End Date Weekdays Spots/Week Rate Week: 09/18/12 09/24/12 MTWTF--2 \$1,000.00 Week: 09/25/12 10/01/12 MTWTF--2 \$1,000.00 20 WISN 09/11/12 09/17/12 News M-F 5p 5-530pm :30 NM 2 \$1,400,00 Start Date End Date Weekdays Spots/Week Rate Week: 09/11/12 09/17/12 MTWTF--\$700.00 WISN 09/11/12 09/17/12 News M-F 5a 5-6A :30 NM 2 \$500.00 Start Date End Date Weekdays Spots/Week Rate Week: 09/11/12 09/17/12 MTWTE--\$250.00 WISN 09/18/12 10/01/12 News M-F 5a 5-6A :30 NM 4 \$1,400.00 Start Date End Date Weekdays Spots/Week Rate Week: 09/18/12 09/24/12 MTWTF--\$350.00

(\* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to slation the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise, on contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Four weeks advance cancellation notice is required unless otherwise specified.

HearsI television inc, does not discriminate in the sale of advertising time, and will accept no advertising which is placed with an inlent to discriminate on the basis of race or ethnicity. Advertiser hereby represents and warrants that it is not purchasing broadcast air time under this advertising sales contract for a discriminatory purpose, including but not limited to decisions not to place advertising on particular stations on the basis of race or ethnicity.



Contract / Revision Alt Order # 06278065 943784 **Contract Dates** Product Estimate # 09/11/12 - 10/01/12 DSCC-IE 1612

Advertiser Original Date / Revision 08/20/12 / 08/20/12 Democratic Senatorial Ca

		Spots/			
*Line Ch Start Date End Date Description	Start/End Time	Days Length Week Rat	te Type S	Spots	Amount
Start DateEnd DateWeekdaysSpots/WeekWeek: 09/25/1210/01/12MTWTF2	<u>Rate</u> \$350.00				
N 23 WISN 09/11/12 09/17/12 News M-F 6p <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 09/11/12 09/17/12 MTWTF 3	6-630pm Rate	:30	NM	3	\$3,000.00
Week: 09/11/12 09/17/12 MTWTF 3  N 24 WISN 09/18/12 10/01/12 News M-F 6p	\$1,000.00				
Start DateEnd DateWeekdaysSpots/WeekWeek: 09/18/1209/24/12MTWTF2	6-630pm <u>Rate</u> \$1,200.00	:30	NM	4	\$4,800.00
Week: 09/25/12 10/01/12 MTWTF 2  N 25 WISN 09/18/12 10/01/12 News M-F 6a	\$1,200.00				
Start Date         End Date         Weekdays         Spots/Week           Week:         09/18/12         09/24/12         MTWTF         3           Week:         09/25/12         10/01/12         MTWTF         3	6-7A <u>Rate</u> \$1,000.00 \$1,000.00	:30	NM	6	\$6,000.00
N 26 WISN 09/11/12 09/17/12 News M-F 6a <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 09/11/12 09/17/12 MTWTF 3	6-7A <u>Rate</u> \$850.00	:30	NM	3	\$2,550.00
N 27 WISN 09/11/12       09/17/12       Entertainment Tonight         Start Date       End Date       Weekdays       Spots/Week         Week: 09/11/12       09/17/12       MTWTF       2	630p-7pm <u>Rate</u> \$750.00	:30	NM	2	\$1,500.00
N 28 WISN 09/18/12 10/01/12 Entertainment Tonight  Start Date End Date Weekdays Spots/Week  Week: 09/18/12 09/24/12 MTWTF 2  Week: 09/25/12 10/01/12 MTWTF 2	630p-7pm <u>Rate</u> \$850.00 \$850.00	:30	NM	4	\$3,400.00
N 29 WISN 09/11/12 10/01/12 Good Morning America	7-9a	:30		4.0	
Start Date         End Date         Weekdays         Spots/Week           Week: 09/11/12         09/17/12         MTWTF         6           Week: 09/18/12         09/24/12         MTWTF         6           Week: 09/25/12         10/01/12         MTWTF         6	<u>Rate</u> \$1,000.00 \$1,000.00	.30	NM	18	\$18,000.00
N 30 WISN 09/18/12 10/01/12 LIVE WITH KELLY!	\$1,000.00 9-10am	.00			
Start Date         End Date         Weekdays         Spots/Week           Week: 09/18/12         09/24/12         MTWTF         2           Week: 09/25/12         10/01/12         MTWTF         2	Rate \$450.00 \$450.00	:30	NM	4	\$1,800.00
N 31 WISN 09/11/12 09/17/12 LIVE WITH KELLY!	9-10am	:30	NM	^	04 404 44
Start DateEnd DateWeekdaysSpots/WeekWeek: 09/11/1209/17/12MTWTF2	Rate \$700.00	.50	IAIVI	2	\$1,400.00
N 32 WISN 09/21/12 09/28/12 2020  Start Date End Date Weekdays Spots/Week  Week: 09/17/12 09/23/121 1  Week: 09/24/12 09/30/121 1	Fri 9-10p <u>Rate</u> \$3,000.00 \$3,000.00	:30	NM	2	\$6,000.00
N 33 WISN 09/17/12 09/17/12 BachPad <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 09/17/12 09/23/12 1 1	Prime Other <u>Rate</u> \$2,500.00	:30	NM	1	\$2,500.00
N 34 WISN 09/24/12 10/01/12 Dancing  Start Date End Date Weekdays Spots/Week  Week: 09/24/12 09/30/12 1 1  Week: 10/01/12 10/07/12 1 1	Prime Other <u>Rate</u> \$5,500.00  \$5,500.00	:30	NM	2	\$11,000.00
N 35 WISN 09/24/12 09/24/12 PACKERS GAME  Start Date End Date Weekdays Spots/Week Week: 09/24/12 09/30/12 1 1	PACKERS GAME Rate \$15,000.00	:30	NM	1	\$15,000.00

(\* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise, on contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Four weeks advance cancellation notice is required unless otherwise

specified.

Hearst television inc, does not discriminate in the sale of advertising time, and will accept no advertising which is placed with an intent to discriminate on the basis of race or ethnicity. Advertiser hereby represents and warrants that it is not purchasing broadcast air time under this advertising sales contract for a discriminatory purpose, including but not limited to decisions not to place advertising on particular stations on the basis of race or ethnicity,



Contract / Revision Alt Order # 943784 06278065 Contract Dates **Product** Estimate # 09/11/12 - 10/01/12 DSCC-IE 1612 Advertiser Original Date / Revision

08/20/12 Democratic Senatorial Ca / 08/20/12

Spots/ \*Line Ch Start Date End Date Description Start/End Time Days Type Spots Length Week Rate Amount End Date Start Date Weekdays Spots/Week Rate WISN 09/15/12 09/15/12 Late News Sa 10pm 10-1035p :30 NM \$450.00 Start Date End Date Weekdays Spots/Week Rate Week: 09/10/12 09/16/12 **---**-1-1 \$450.00 37 WISN 09/15/12 09/29/12 Entertainment Tonite WeekerET Weekend :30 NM 3 \$450.00 Start Date End Date Weekdays Spots/Week Rate Week: 09/10/12 09/16/12 ----1-1 \$150.00 Week: 09/17/12 09/23/12 ---1-1 \$150.00 Week: 09/24/12 09/30/12 ----1-1 \$150.00 38 WISN 09/15/12 09/29/12 College Football Game #2 230p-6p ·30 NM \$3,600,00 Start Date End Date Weekdays Spots/Week Rate Week: 09/10/12 09/16/12 ----1<del>-</del> 1 \$1,200,00 Week: 09/17/12 09/23/12 ----1-1 \$1,200.00 Week: 09/24/12 09/30/12 ----1-1 \$1,200.00 WISN 09/15/12 09/15/12 Sa 458-6a 456-6AM :30 NM \$200.00 1 Start Date End Date <u>Weekdays</u> Spots/Week Rate Week: 09/10/12 09/16/12 1 \$200.00 40 WISN 09/22/12 09/29/12 News Sa 6p-630p 6-630pm :30 NM 2 \$1,400.00 Start Date **End Date** Weekdays Spots/Week Rate Week: 09/17/12 09/23/12 ----1-1 \$700.00 Week: 09/24/12 09/30/12 ----1-1 \$700.00 41 WISN 09/15/12 09/15/12 Sat GMA :30 NM \$300.00 Start Date End Date Weekdays Spots/Week Rate Week: 09/10/12 09/16/12 ----1-\$300.00 42 WISN 09/15/12 09/15/12 News Sa 6p-630p 6-630pm :30 NM 1 \$500.00 Start Date End Date <u>Weekdays</u> Spots/Week Rate Week: 09/10/12 09/16/12 ----1-\$500.00 1 43 WISN 09/22/12 09/29/12 Sat 630-7p 630-7p :30 ΝM 2 \$1,000.00 Start Date End Date Weekdays Spots/Week Rate Week: 09/17/12 09/23/12 --1-1 \$500.00 Week: 09/24/12 09/30/12 \$500.00 44 WISN 09/15/12 09/15/12 ABC Prime College Footbal 7-1030p :30 NM 1 \$1,100.00 Start Date End Date Weekdays 1 4 1 Spots/Week Rate Week: 09/10/12 09/16/12 ----1-1 \$1,100.00 45 WISN 09/29/12 09/29/12 Badgers FB 7-1030p :30 NM 1 \$8,500.00 Start Date End Date Weekdays Spots/Week Rate Week: 09/24/12 09/30/12 ----1-1 \$8,500.00 46 WISN 09/16/12 09/16/12 Late News 10pm 10p-1030p :30 NM 1 \$1,400.00 Start Date End Date Weekdays Spots/Week Rate Week: 09/10/12 09/16/12 \$1,400.00 WISN 09/23/12 09/30/12 Late News SU 1030PM 1030p-11p :30 NM 2 \$1,900.00 Start Date End Date <u>Weekdays</u> Spots/Week Rate 09/23/12 Week: 09/17/12 \$950.00 1 Week: 09/24/12 09/30/12 1 \$950.00 48 WISN 09/23/12 09/30/12 Su 458-6a 458-6AM :30 NM 2 \$400.00 Start Date End Date Weekdays Spots/Week Rate Week: 09/17/12 09/23/12 **---**-1 1 \$200,00 Week: 09/24/12 09/30/12 <del>-</del>----1 \$200.00 WISN 09/16/12 09/16/12

(\* Line Transactions: N = New, E = Edited, D = Deleted)

:30

NM

\$400.00

530-6p

News Sun 530pm

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shalt remain obligated to pay to station to fany bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise, on contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Four weeks advance cancellation notice is required unless otherwise specified.

Hearst television inc, does not discriminate in the sale of advertising time, and will accept no advertising which is placed with an intent to discriminate on the basis of race or ethnicity. Advertiser hereby represents and warrants that it is not purchasing broadcast air time under this advertising sales contract for a discriminatory purpose, including but not limited to decisions not to place advertising on particular stations on the basis of race or ethnicity.

\$145,700,00

08/20/12 / 08/20/12



WISN TV 759 N. 19th Street Milwaukee, WI 53233 (414)342-8812

	Contract / Revision 943784 /	Alt Order # 06278065	
Contract Dates 09/11/12 - 10/01/12	Product DSCC-IE	Estimate #	
Advertiser		iginal Date / Revision	

Totals

Spots/ Ch Start Date End Date Description Start/End Time Davs Length Week Rate Type Spots Amount Start Date **End Date Weekdays** Spots/Week Rate Week: 09/10/12 09/16/12 \$400.00 1 50 WISN 09/23/12 09/30/12 News Sun 530pm 530-6p :30 NM 2 \$1,000.00 Start Date End Date Weekdays Spots/Week Rate Week: 09/17/12 09/23/12 ----1 1 \$500.00 Week: 09/24/12 09/30/12 \$500.00 ---1 51 WISN 09/16/12 09/16/12 Sun GMA :30 NM \$250.00 Start Date End Date Weekdays Spots/Week Rate Week: 09/10/12 09/16/12 ----1 \$250.00 52 WISN 09/23/12 Sun GMA 09/30/12 :30 NM 2 \$800.00 End Date Start Date Weekdays Spots/Week Rate Week: 09/17/12 09/23/12 ----1 1 \$400.00 Week: 09/24/12 09/30/12 ----1 \$400.00 53 WISN 09/23/12 09/30/12 News Sun 7-9a :30 NM 2 \$1,000.00 Start Date End Date Weekdays Spots/Week Rate Week: 09/17/12 09/23/12 1 \$500.00 Week: 09/24/12 09/30/12 ----1 \$500.00 54 WISN 09/23/12 09/30/12 This Week With George Step930-1030am :30 NM \$2,000.00 Start Date **End Date** Weekdays Spots/Week Rate Week: 09/17/12 09/23/12 ----1 \$1,000.00 1 Week: 09/24/12 09/30/12 ----1 1 \$1,000.00 This Week With George Step930-1030am 55 WISN 09/16/12 09/16/12 :30 NM \$650.00 Start Date End Date Weekdays Spots/Week Rate Week: 09/10/12 09/16/12 \$650.00 ----1 1 56 WISN 09/27/12 09/27/12 LastResort Thu 7-8p :30 NM \$2,000.00 Start Date End Date Weekdays Spots/Week Rate Week: 09/24/12 09/30/12 ---1---\$2,000.00 1 57 WISN 09/11/12 09/11/12 Trust Tue 8-9p :30 NM \$1,800.00 Start Date End Date <u>Weekdays</u> Spots/Week Rate Week: 09/10/12 09/16/12 \$1,800.00 1 58 WISN 09/11/12 NYMed 09/11/12 Tue 9-10p :30 NM \$1,800.00 Start Date End Date <u>Weekdays</u> Spots/Week Rate Week: 09/10/12 09/16/12 -1----\$1,800.00 1

Democratic Senatorial Ca

Time Period # of Spots Gross Amount Net Amount 08/27/12 -09/30/12 136 \$134,650.00 \$114,452.50 10/01/12 -10/01/12 10 \$11.050.00 \$9,392.50 Totals 146 \$145,700.00 \$123,845.00

(\* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise, on contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Four weeks advance cancellation notice is required unless otherwise

# TERMS AND STANDARD CONDITIONS FOR PURCHASE OF BROADCAST ADVERTISING

The person, firm or other business entify ("Agency") contracting to purchase broadcast advertising time on behalf of the advertiser named on the face of this contract ("Advertiser") and the station accepting this contract ("Station") hereby agree that this contract shall be governed by the following conditions and terms:

#### 1. BILLING AND PAYMENTS

- (a) Station will, from time to time at intervals following broadcasts hereunder, bill Agency on behalf of Advertiser at address on the face hereof. Agency shall pay Station thereon at address on bill on or before the 15th day of each month following that in which broadcast occurred or on such other date as may be specified in the invoice.
- (b) Except where this contract is made directly with the Advertiser described on the face of this contract, it is understood that Agency makes this contract both for itself and as agent for the Advertiser and that Agency agrees, on behalf of the Advertiser and of itself, that Agency and Advertiser are and shall be jointly and severally liable for all payments to be made by agency to Station and for all obligations undertaken to be performed by Agency.

#### 2. TERMINATION

- (a) Unless otherwise specified on the face hereof, either party may terminate this contract, without cause, upon giving the other party at least 28 days prior notice provided that, if notice is given by Agency, termination shall not be effective until after two (2) weeks of broadcasting hereunder. If Agency so terminates this contract, it shall pay Station at the earned rate for all broadcasts pursuant to this contract through the effective date of termination.
- (b) Station may, upon notice to Agency, terminate this contract at any time; (i) upon material breach by Agency; (ii) if Station fails to receive timely payment on billing; or (iii) if Advertiser's or Agency's credit is, in Station's reasonable opinion, impaired. Upon such termination, all unpaid accrued charges hereunder shall immediately become due and payable. The Agency's only liability shall be to pay for telecasts completed hereunder prior to cancellation by Station.
- (c) Agency may, upon notice to Station, terminate this contract at any time upon material breach by Station. Upon such termination, the Station's only liability shall be to pay as liquidated damages a sum equal to the lesser of the following: (i) the actual noncancellable out-of-pocket costs necessarily incurred by Agency in performance of this contract through date of such termination, or (ii) the total which would be due to Station hereunder if, on the date on which Agency gives notice of cancellation, Station had given notice of termination pursuant to Paragraph 2(a) effective at the earliest date permitted thereunder.
- (d) Neither party shall have any liabilify to the other upon termination pursuant to this Paragraph 2, except as provided in this Paragraph 2 and Paragraph 7.

#### 3. OMISSION OF BROADCAST

If, as a result of an act of God, force majeure, public emergency, labor dispute, restriction imposed by law or governmental order, mechanical breakdown, or where necessary to enable the Station to comply with the Communications Act of 1934, as amended, to satisfy the "reasonable access" and/or "equal opportunify" requirements for certain political candidates, or any other similar or dissimilar cause beyond the Station's reasonable control, Station fails to broadcast any or all of the announcement(s) or programs to be broadcast hereunder, Station shall not be in breach hereof, but Agency shall be entitled to an adjustment as follows: (i) if no part of a scheduled broadcast is made, a later broadcast shall be made at a reasonably satisfactory substitute date and time, and if no such time is available, the time charges allocable to the omitted broadcast shall be waived; (ii) if a material part, but not all, of a scheduled broadcast is omitted, a later broadcast shall be made at a reasonable substitute date and time, and Agency shall continue to pay full charge. The foregoing shall not deprive Agency of the benefit of any discounts which it would have earned hereunder if the broadcast had been made in its entirety.

#### 4. PREEMPTIONS

Station shall have the right to cancel any broadcast or portion thereof covered by this contract in order to broadcast any program or event which, in the Station's sole discretion, it deems to be of greater public interest or significance. Station may also recapture time previously sold when necessary to comply with its obligations to make available "reasonable access" and/or "equal opportunities" to certain political candidates under the Communications Act of 1934, as amended. Station will notify Agency of such cancellation as promptly as reasonably possible, if the parties cannot agree upon a satisfactory substitute date and time, the broadcast so preempted shall be deemed canceled without affecting the rate, discounts or rights provided under this contract, except that Agency will not have to pay Station any charges allocable to the canceled broadcast.

#### 5. FIXED RATE PURCHASES

Notwithstanding the provisions of Paragraphs 3 and 4 above, unless the omitted or preempted announcement was purchased as a single buy or at a fixed (i.e., not a preemptible) rate, and it is so indicated on the face of this contract, Station may preempt at its sole discretion for any reason. In the event of preemption or omission, unless otherwise agreed to by Station, Agency shall continue to pay the full charge (no credit or refund will be given) but Agency shall be accorded another announcement at a reasonably satisfactory substitute date and time, at no additional charge therefor.

#### . AGENCY MATERIAL

All commercial materials (if so specified on the face of this contract, all program materials, including talent) shall be furnished by Agency and delivered to Station at Agency's sole cost and expense. Agency shall deliver all materials not less than 48 hours (exclusive of Saturdays, Sundays and holidays) in advance of broadcast. All materials furnished by Agency (i) shall not be contrary to the public interest, (ii) shall conform to the Station's then existing program and operating policies and quality standards, and (iii) are subject to Station's prior approval and continuing right to reject or to cause Agency to edit such materials. Station will not be liable for loss or damage to Agency's material or, even if accepted by Station, for communications from others.

If Agency requests within 30 days of last broadcast hereunder, Station will, at Agency's expense, return Agency material to Agency. If Agency does not so request, Station has the right to dispose of all Agency material any time after 60 days following the last broadcast hereunder.

#### 7. INDEMNIFICATION

Agency and Advertiser will jointly and severally indemnify and hold harmless Station from and against all claims, demands, debts, obligations or charges (including reasonable attorney fees and disbursements) which arise out of or result from the broadcast, preparation for broadcast or contemplated broadcast of materials fumished by or on behalf of Agency and/or Advertiser or furnished by Station at Agency's request for use in connection with Agency's or Advertiser's commercial material, and Station will similarly indemnify and hold harmless Agency and Advertiser with respect to all materials furnished by Station. The indemnitee shall promptly notify and cooperate with the indemnitor with respect to any claim. The provisions of this paragraph shall survive the termination or expiration of this contract.

#### 8. CONSEQUENTIAL DAMAGES

Agency and Station hereby agree that consequential damages resulting from any breach of this contract, pursuant to Paragraph 2, or any omission of broadcast, pursuant to Paragraph 3, or any preemption of broadcast, pursuant to Paragraph 4, are speculative and neither Agency not Station shall be held liable for any consequential damages incurred. This consequential damage exclusion provision is an allocation of risk separate and apart from provisions specifying or limiting either Agency's or Station's remedies for breach.

#### 9. GENERAL

(a) Station will broadcast the announcements and programs covered by this contract on the dates and at the approximate hourly times provided on the

face hereof.

<ul> <li>(b) The Station shall exercise normal precautions in handling</li> </ul>	of property and mail, but assumes no liability for loss or damage to program or commercia
materials and other property furnished by the Agency in connection with broadcasts hereunde	r. The Station will not accept or process mail, correspondence, or telephone calls in
connection with broadcasts except after its prior approval.	The second secon

- Agency is acting as agent for a disclosed principal (i.e., the Advertiser named on the face hereof) and Agency will act as agent for making payment on all billings hereunder. However, Agency shall be primarily liable for the Advertiser's payment of sums due hereunder and Station shall look initially to Agency for the payment thereof unless and until Agency fails to timely remit payment or becomes insolvent. Advertiser shall be liable to Station and not to agency on all unpaid billings for services rendered by Station hereunder (excluding advertising agency commissions), but only to the extent that Advertiser has not theretofore made payment to the Agency thereon, and to the extent that Advertiser has theretofore made payment to the Agency thereon (i) while knowing that Agency has entered into an agreement or arrangement purporting to assign or pledge to a third party monies which may be or become payable by Advertiser or Agency, or that Agency was in danger of becoming insolvent; or (ii) after receiving notice (together with a current statement of account) from Station that Agency is seriously delinquent under this or any other advertising agreement(s) between Station and Agency be falling to make payment on billings within 45 days after the end of the month in which service is provided thereunder. Nothing herein contained relating to the payment of billings by Agency shall be construed so as to relieve Advertiser of, or diminish Advertiser's liability for breach of its obligations hereunder. If this contract is with a media buying service, all references herein to Agency shall apply to the media buying service. If this contract is made directly with Advertiser, references herein to Agency shall apply to Advertiser except that in such case no commission will be allowed.
- (d) Agency shall not assign this contract except to another agency which succeeds to its business of representing Advertiser and provided such other agency assumes all its obligations hereunder. Advertiser may, upon notice to Station, change its agency and only the successor agency shall be entitled to commissions, if any, on billings for broadcasts thereafter. Station is not required to broadcast hereunder for the benefit of any person other than Advertiser, or for a product or service other than that named on the face hereof.
- (e) This contract contains the entire understanding between the parties, cannot be changed or terminated orally, and shall be construed in accordance with the laws of the State of New York, and with the Communications Act of 1934, as amended, and with the rules and regulations of the FCC issued pursuant thereto. When there is any inconsistency between these standard conditions and a provision on the face hereof, the latter shall govern. Failure of either party to enforce any of the provisions hereof shall not be construed as a general relinquishment or waiver of that or any other provision. All notices hereunder (except for notices under Paragraph 4) shall be in writing, given only by prepaid telegram or mail, addressed to the other party at the address on the face hereof, and shall be deemed given on the date of dispatch.

[For additional information relating to political advertising, Agencies and Advertisers are encouraged to request a copy of the Station's current political advertising disclosure statement.]

## CONTRACT



WISN TV 759 N. 19th Street Milwaukee, WI 53233 (414)342-8812

And:

Great American Media 3050 K St NW Washington, DC 20007

Contract / Revision Alt Order# 943784 06278065 Product DSCC-IE Contract Dates Estimate # 09/11/12 - 10/01/12 1612 Advertiser Original Date / Revision Democratic Senatorial Campaign Committee 08/23/12 / 08/23/12 Billing Cycle Billing Calendar Cash/Trade EOM/EOC Broadcast Cash Station Account Executive Sales Office WISN HRP -Washingto Will Hildebrandt Special Handling Demographic Adults 35+ IDB# Advertiser Code Product Code 8091 49 53 Agency Ref Advertiser Ref

thing Ch Start Data Fad Data David San	Spots/	
*Line Ch Start Date End Date Description Start/End 1		Spots Amount
N 1 WISN 09/11/12 09/17/12 GOOD AFTERNOON AMERI1P-2P LTC 1  Start Date		2 \$600.00
Spot Ch Date Range Description Start/End T  1 WISN 09/11/12-09/17/12 GOOD AFTERNOON AMER/1P-2P LTC See MG 1.3,1,4		
2 W/SN 09/11/12-09/17/12 GOOD AFTERNOON AMER/1P-2P LTC See MG 1.3,1.4	9/07 MTuWThF :30 \$300.00 NM	
3 WISN 09/11/12-09/17/12 KATIE COURIC M-F 2-3P  → MG for 1.1,1.2	MTuWThF :30 \$300.00 NM	
4 WISN 09/11/12-09/17/12 KATIE COURIC M-F 2-3P  → MG for 1.1,1.2	MTuWThF :30 \$300.00 NM	
2 WISN 09/18/12 10/01/12 General Hospital       2-3pm/1-2p         Start Date       End Date       Weekdays       Spots/Week       Rate         Week: 09/18/12 09/24/12 MTWTF       1       \$350.00         Week: 09/25/12 10/01/12 MTWTF       1       \$350.00	:30 NM	2 \$700.00
3 WISN 09/11/12 09/17/12 Late News 10PM 10-1030p  Start Date End Date Weekdays Spots/Week Rate  Week: 09/11/12 09/17/12 MTWTF 2 \$1,400.00	:30 NM	2 \$2,800.00
4 WISN 09/18/12 10/01/12 Late News 10PM       10-1030p         Start Date       End Date       Weekdays       Spots/Week       Rate         Week: 09/18/12 09/24/12 MTWTF       2 \$1,600.00         Week: 09/25/12 10/01/12 MTWTF       2 \$1,600.00	:30 NM	4 \$6,400.00
5 WISN 09/18/12 10/01/12 The View       10-11am         Start Date       End Date       Weekdays       Spots/Week       Rate         Week: 09/18/12 09/24/12 MTWTF       1       \$500.00         Week: 09/25/12 10/01/12 MTWTF       1       \$500.00	:30 NM	2 \$1,000.00
6 WISN 09/11/12 09/17/12 The View 10-11am Start Date End Date Weekdays Spots/Week Rate Week: 09/11/12 09/17/12 MTWTF 2 \$700.00	:30 NM	2 \$1,400.00
7 WISN 09/11/12 09/17/12 Late News 1030PM 1030p-11p Start Date End Date Weekdays Spots/Week Rate	:30 NM	1 \$850.00

(\* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise, on contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Four weeks advance cancellation notice is required unless otherwise specified.



 Contract / Revision
 Alt Order #

 943784 /
 06278065

 Contract Dates
 Product
 Estimate #

 09/11/12 - 10/01/12
 DSCC-IE
 1612

 Advertiser
 Original Date / Revision

 Democratic Senatorial Ca
 08/23/12 / 08/23/12

*Line Ch Start	Date End D	Date Description	on	Start/End Time	Days	Spots/ Length Week	Rate	TypeS	pots	Amount
Start Date Week: 09/11/12	End Date 09/17/12	<u>Weekdays</u> MTWTF	Spots/Week 1	<u>Rate</u> \$850.00						
8 WISN 09/18	/12 10/01/	12 Late News	1030PM	1030p-11p		:30		NM	2	\$1,900.00
Start Date Week: 09/18/12	End Date 09/24/12	<u>Weekdays</u>	Spots/Week	<u>Rate</u>					_	Ψ1,500.00
Week: 09/25/12	10/01/12	MTWTF MTWTF	1 1	\$950.00 \$950.00						
9 WISN 09/11	/12 09/17/			11p-1130p		:30		NM	1	\$400.00
Start Date Week: 09/11/12	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>				, , , , ,		\$400.00
10 WISN 09/18	09/17/12 /12 10/01/	MTWTF 12 Nightline	1	\$400.00		.00				
Start Date	End Date	Weekdays	Spots/Week	11p-1130p Rate		:30		NM	2	\$1,500.00
Week: 09/18/12	09/24/12	MTWTF	1	\$750.00						
Week: 09/25/12	10/01/12	MTWTF	1	\$750.00						
11 WISN 09/11 Start Date	/12 09/17/ End Date	12 11A-12N L <u>Weekdays</u>	Spots/Week	11-12pm Rate		:30		NM	2	\$400.00
Week: 09/11/12	09/17/12	MTWTF	2	\$200.00						
12 WISN 09/18			-	12P-1P		:30		NM	4	\$1,200.00
Start Date Week: 09/18/12	End Date 09/24/12	<u>Weekdays</u> MTWTF	<u>Spots/Week</u> 2	<u>Rate</u> \$300.00						
Week: 09/25/12	10/01/12	MTWTF	2	\$300.00						
13 WISN 09/11		12 General H	ospital	2-3pm/1-2p		:30		NM	2	\$700.00
Start Date Week: 09/11/12	End Date 09/17/12	<u>Weekdays</u> MTWTF	Spots/Week 2	Rate					_	4,30.00
14 WISN 09/18		W		\$350.00 M-F 2-3P		.20				
Start Date	End Date	Weekdays	Spots/Week	Rate		:30		NM	4	\$2,000.00
Week: 09/18/12	09/24/12	MTWTF	2	\$500.00						
Week: 09/25/12	10/01/12	MTWTF	2	\$500.00			····			
15 WISN 09/11/ Start Date	/12 10/01/ <sup>-</sup> End Date	12 3-4p <u>Weekdays</u>	Spots/Week	3-4p Rate		:30		NM	6	\$3,000.00
Week: 09/11/12	09/17/12	MTWTF	2	\$500.00				j		
Week: 09/18/12	09/24/12	MTWTF	2	\$500.00						
Week: 09/25/12	10/01/12	MTWTF	2	\$500.00						
16 WISN 09/11/ Start Date	/12 09/17/ <sup>/</sup> End Date	12 DR. OZ Weekdays	Spots/Week	4P-5P Rate		:30		NM	2	\$1,000.00
Week: 09/11/12	09/17/12	MTWTF	2	\$500.00						
17 WISN 09/18/			_	4P-5P		:30		NM	4	\$2,400.00
Start Date Week: 09/18/12	End Date 09/24/12	<u>Weekdays</u> MTWTF	Spots/Week 2	<u>Rate</u> \$600.00						
Week: 09/25/12	10/01/12	MTWTF	2	\$600.00						
18 WISN 09/11/	/12 10/01/1		430a	430-5a		:30		NM	3	\$300.00
Start Date Week: 09/11/12	End Date 09/17/12	<u>Weekdays</u> MTWTF	Spots/Week	Rate				i		,
Week: 09/18/12	09/1//12	MTWTF	1	\$100.00 \$100.00				l l		
Week: 09/25/12	10/01/12	MTWTF	1	\$100.00						
19 WISN 09/18/			•	5-530pm		:30		NM	4	\$4,000.00
Start Date Week: 09/18/12	End Date 09/24/12	<u>Weekdays</u> MTWTF	Spots/Week 2	<u>Rate</u> \$1,000.00						,
Week: 09/25/12	10/01/12	MTWTF	2	\$1,000.00						
20 WISN 09/11/		2 News M-F		5-530pm		:30		NM	2	\$1,400.00
				•					_	

(\* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise, on contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Four weeks advance cancellation notice is required unless otherwise specified.

Hearst letevision inc. does not discriminate in the sale of advertising time, and will accept no advertising which is placed with an intent to discriminate on the basis of race or ethnicity. Advertiser hereby represents and warrants that it is not purchasing broadcast air time under this advertising sales contract for a discriminatory purpose, including but not limited to decisions not to place advertising on particular stations on the basis of race or ethnicity.

08/23/12 / 08/23/12



WISN TV 759 N. 19th Street Milwaukee, WI 53233 (414)342-8812

	Contract / Revision 943784 /	Alt Order # 06278065
Contract Dates 09/11/12 - 10/01/12	Product DSCC-IE	Estimate # 1612
Advertiser	Oi	riginal Date / Revision

Democratic Senatorial Ca

	<b></b>	Spots/	1		
*Line Ch Start Date End Date Description	Start/End Time	Days Length Week Rate	TypeS	Spots	Amount
Start Date         End Date         Weekdays         Spots/Week           Week: 09/11/12         09/17/12         MTWTF         2	<u>Rate</u> \$700.00				
21 WISN 09/11/12 09/17/12 News M-F 5a	5-6A	:30	NM	2	\$500,00
Week:         O9/11/12         End Date O9/17/12         Weekdays MTWTF         Spots/Week	<u>Rate</u> \$250.00			<del></del>	Ψ000.00
22 WISN 09/18/12 10/01/12 News M-F 5a	5-6A	:30	NM	4	\$1,400.00
Week: 09/18/12	<u>Rate</u> \$350.00			•	Ψ1,400.00
Week: 09/25/12 10/01/12 MTWTF 2	\$350.00		i		
23 WISN 09/11/12 09/17/12 News M-F 6p	6-630pm	:30	NM	3	\$3,000.00
Start DateEnd DateWeekdaysSpots/WeekWeek: 09/11/1209/17/12MTWTF3	<u>Rate</u> \$1,000.00				45/400.00
24 WISN 09/18/12 10/01/12 News M-F 6p	6-630pm	:30	NM	4	00000
Start Date Week: 09/18/12End Date 09/24/12Weekdays MTWTFSpots/Week2	<u>Rate</u> \$1,200.00	,	1417	4	\$4,800.00
Week: 09/25/12 10/01/12 MTWTF 2	\$1,200.00		l		
25 WISN 09/18/12 10/01/12 News M-F 6a	6-7A	:30	NM	6	\$6,000.00
Start Date Weekdays Spots/Week Week: 09/18/12 09/24/12 MTWTF 3	<u>Rate</u> \$1,000.00			•	40,000.00
Week: 09/25/12 10/01/12 MTWTF 3	\$1,000.00				
26 WISN 09/11/12 09/17/12 News M-F 6a	6-7A	:30	NM	3	\$2,550.00
Week: 09/11/12 End Date Weekdays Spots/Week Week: 09/11/12 09/17/12 MTWTF 3	<u>Rate</u> \$850.00				,Jo
27 WISN 09/11/12 09/17/12 Entertainment Tonight	630p-7pm	:30	NM	2	\$1,500.00
Start Date End Date Weekdays Spots/Week Week: 09/11/12 09/17/12 MTWTF 2	<u>Rate</u> \$750.00			-	Ψ1,500.00
28 WISN 09/18/12 10/01/12 Entertainment Tonight	630p-7pm	:30	NM	4	\$3,400.00
Start Date         End Date         Weekdays         Spots/Week           Week:         09/18/12         09/24/12         MTWTF         2	<u>Rate</u> \$850.00				Ψυ, Ψυυ.υυ
Week: 09/25/12 10/01/12 MTWTF 2	\$850.00				
29 WISN 09/11/12 10/01/12 Good Morning America	7-9a	:30	NM	18	\$18,000.00
Start Date         End Date         Weekdays         Spots/Week           Week: 09/11/12         09/17/12         MTWTF         6	<u>Rate</u> \$1,000.00				0,0,000.00
Week: 09/18/12 09/24/12 MTWTF 6	\$1,000.00				
Week: 09/25/12 10/01/12 MTWTF 6	\$1,000.00				
30 WISN 09/18/12 10/01/12 LIVE WITH KELLY! Start Date End Date Weekdays Spots/Week	9-10am Rate	:30	NM	4	\$1,800.00
Week: 09/18/12 09/24/12 MTWTF 2	\$450.00				
Week: 09/25/12 10/01/12 MTWTF 2	\$450.00				
31 WISN 09/11/12 09/17/12 LIVE WITH KELLY! Start Date End Date Weekdays Spots/Week	9-10am Rate	:30	NM	2	\$1,400.00
Week: 09/11/12 09/17/12 MTWTF 2	\$700.00				
32 WISN 09/21/12 09/28/12 2020 Start Date End Date Weekdays Spots/Week	Fri 9-10p Rate	:30	NM	2	\$6,000.00
Week: 09/17/12 09/23/121 1	\$3,000.00				
Week: 09/24/12 09/30/121 1	\$3,000.00				
33 WISN 09/17/12 09/17/12 BachPad Start Date End Date Weekdays Spots/Week	Prime Other Rate	:30	NM	1	\$2,500.00
Week: 09/17/12 09/23/12 1 1	\$2,500.00		1		

(\* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise, on contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Four weeks advance cancellation notice is required unless otherwise specified.

specified.

Hearst television inc, does not discriminate in the sale of advertising time, and will accept no advertising which is placed with an intent to discriminate on the basis of race or ethnicity. Advertiser hereby represents and warrants that it is not purchasing broadcast air time under this advertising sales contract for a discriminatory purpose, including but not limited to decisions not to place advertising on particular stations on the basis of race or ethnicity.



Contract / Revision Alt Order # 943784 06278065 Contract Dates Product Estimate# 09/11/12 - 10/01/12 DSCC-IE 1612

Advertiser Original Date / Revision 08/23/12 Democratic Senatorial Ca / 08/23/12

*Line Ch Start (	Date End D	ate Descriptior	ı	Start/End Time	Days	Spots/ Length Week	Rate	Type S	Spots	Amount
Start Date	End Date	Weekdays	Spots/Week	<u>Rate</u>						
34 WISN 09/24/	12 10/01/1	2 Dancing		Prime Other	***************************************	:30		NM	2	\$11,000.00
Start Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>				,	_	<b>\$11,000.00</b>
Week: 09/24/12	09/30/12	1	1	\$5,500.00						
Week: 10/01/12	10/07/12	1	11	\$5,500.00						
35 WISN 09/24/		2 PACKERS	GAME	PACKERS GAME		:30		NM	1	\$15,000.00
Start Date	End Date	<u>Weekdays</u>	Spots/Week	Rate						, , , , , , , , , , , , , , , , , , , ,
Week: 09/24/12	09/30/12	1	1	\$15,000.00						
36 WISN 09/15/				10-1035p		:30		NM	1	\$450.00
Start Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>				- 1		
Week: 09/10/12	09/16/12	1-	1	\$450.00						
37 WISN 09/15/			nt Tonite Week			:30		NM	3	\$450.00
<u>Start Date</u> Week: 09/10/12	End Date	Weekdays	Spots/Week	Rate						
Week: 09/17/12	09/16/12 09/23/12	<del>-</del>	1	\$150.00						
Week: 09/24/12	09/23/12	1- 1-	1	\$150.00						
			1	\$150.00						
38 WISN 09/15/		•	tball Game #2	230p-6p		:30		NM	3	\$3,600.00
<u>Start Date</u> Week: 09/10/12	End Date 09/16/12	Weekdays	Spots/Week	Rate						
Week: 09/17/12	09/23/12	1-	1	\$1,200.00						
Week: 09/24/12	09/30/12	1 <del>-</del>	1	\$1,200.00						
			I	\$1,200.00						
39 WISN 09/15/			0	456-6AM		:30		NM	1	\$200.00
<u>Start Date</u> Week: 09/10/12	End Date 09/16/12	Weekdays	Spots/Week 1	<u>Rate</u> \$200.00						
	********		·							
40 WISN 09/22/		·	_ '	6-630pm		:30		NM	2	\$1,400.00
<u>Start Date</u> Week: 09/17/12	End Date 09/23/12	Weekdays 1-	Spots/Week 1	<u>Rate</u> \$700.00				l		
Week: 09/24/12	09/30/12	1-	i	\$700.00				ı		
41 WISN 09/15/			•							
Start Date	End Date	Weekdays	Spots/Week	6-7a		:30		NM	1	\$300.00
Week: 09/10/12	09/16/12	1-	<u> </u>	<u>Rate</u> \$300.00						
42 WISN 09/15/		2 News Sa 6p	·							
Start Date	End Date	<u>Weekdays</u>	Spots/Week	6-630pm <u>Ra</u> te		:30		NM	1	\$500.00
Week: 09/10/12	09/16/12	1-	<u>opots/veek</u>	\$500.00						
43 WISN 09/22/	12 09/29/1	2 Sat 630-7p		630-7p	<del></del>	:30		N. 15. 4	_	
Start Date	End Date	Weekdays	Spots/Week	Rate		:30		NM	2	\$1,000.00
Week: 09/17/12	09/23/12	1-	1	\$500.00						
Week: 09/24/12	09/30/12	1-	1	\$500.00						
44 WISN 09/15/	12 09/15/1	2 ABC Prime 0	College Footbal	7-1030n		:30		NM	4	04 400 00
Start Date	End Date	Weekdays	Spots/Week	Rate		.50		IAIAI	1	\$1,100.00
Week: 09/10/12	09/16/12	1-	1	\$1,100.00						
45 WISN 09/29/	12 09/29/1	2 Badgers FB		7-1030p		:30		NM	1	60 500 00
Start Date	End Date	Weekdays	Spots/Week	Rate		.50		14101	I	\$8,500.00
Week: 09/24/12	09/30/12	1-	1	\$8,500.00				i		
46 WISN 09/16/1	12 09/16/1:	2 Late News 1	0pm	10p-1030p		:30		NM	1	\$1,400.00
Start Date	End Date	Weekdays	Spots/Week	Rate		.00		1.49.41	ı	Φ1,400.00
Week: 09/10/12	09/16/12	1	1 1	\$1,400.00				1		
47 WISN 09/23/1	12 09/30/1	2 Late News S	U 1030PM	1030p-11p		:30		NM	2	\$1,900.00
	End Date	Weekdays	Spots/Week	Rate				1 1141	~	Ψ1,900.00

(\* Line Transactions: N = New, E = Edited, D = Deleted)

Notwilhstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise, on contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Four weeks advance cancellation notice is required unless otherwise

specified.

Hearst television inc. does not discriminate in the sale of advertising time, and will accept no advertising which is placed with an intent to discriminate on the basis of race or ethnicity. Advertiser hereby represents and warrants that it is not purchasing broadcast air time under this advertising sales contract for a discriminatory purpose, including but not limited to decisions not to place advertising on particular stations on the basis of race or ethnicity.

1612



Contract / Revision Alt Order # 943784 06278065 Product Contract Dates Estimate #

Advertiser Original Date / Revision 08/23/12 / 08/23/12 Democratic Senatorial Ca

Spots/

DSCC-IE

09/11/12 - 10/01/12

*Line Oh Otest Data End Data December	0	Spots/	_		
*Line Ch Start Date End Date Description	Start/End Time	Days Length Week Rat	e Type	Spots	Amount
Start Date         End Date         Weekdays         Spots/Week           Week: 09/17/12         09/23/12        1         1	Rate				
	\$950.00				
	\$950.00				
48 WISN 09/23/12 09/30/12 Su 458-6a	458-6AM	:30	NM	2	\$400.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 09/17/12 09/23/121 1	Rate				
	\$200.00		I		
	\$200.00				
49 WISN 09/16/12 09/16/12 News Sun 530pm	530-6p	:30	NM	1	\$400.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 09/10/12 09/16/121 1	Rate				
	\$400.00				
50 WISN 09/23/12 09/30/12 News Sun 530pm	530 <b>-</b> 6p	:30	NM	2	\$1,000.00
Start Date End Date Weekdays Spots/Week	<u>Rate</u>				,
Week: 09/17/12 09/23/121 1	\$500.00				
Week: 09/24/12 09/30/121 1	\$500.00				
51 WISN 09/16/12 09/16/12 Sun GMA	6-7a	:30	NM	1	\$250.00
Start Date End Date Weekdays Spots/Week	<u>Rate</u>				¥200.00
Week: 09/10/12 09/16/121 1	\$250.00				
52 WISN 09/23/12 09/30/12 Sun GMA	6-7a	:30	NM	2	\$800.00
Start Date	<u>Rate</u>		,	_	4000.00
Week: 09/17/12 09/23/121 1	\$400.00				
Week: 09/24/12 09/30/121 1	\$400.00				
53 WISN 09/23/12 09/30/12 News Sun 7-9a	7-9am	:30	NM	2	\$1,000.00
Start Date End Date Weekdays Spots/Week	Rate		, , , ,	-	Ψ1,000.00
Week: 09/17/12 09/23/121 1	\$500.00				
Week: 09/24/12 09/30/121 1	\$500.00				
54 WISN 09/23/12 09/30/12 This Week With George St	ep930-1030am	:30	NM	2	\$2,000.00
Start Date End Date Weekdays Spots/Week	Rate		14141	~	\$2,000.00
Week: 09/17/12 09/23/121 1	\$1,000.00				
Week: 09/24/12 09/30/121 1	\$1,000.00				
55 WISN 09/16/12 09/16/12 This Week With George Sto	en930-1030am	:30	NM	1	<b>\$650.00</b>
Start Date End Date Weekdays Spots/Week	Rate	.50	IAIM	ı	\$650.00
Week: 09/10/12 09/16/121 1	\$650.00				
56 WISN 09/27/12 09/27/12 LastResort	Thu 7-8p	:30			******
Start Date End Date Weekdays Spots/Week	Rate	.30	NM	1	\$2,000.00
Week: 09/24/12 09/30/121 1	\$2,000.00				
57 WISN 09/11/12 09/11/12 Trust		.00			
Start Date End Date Weekdays Spots/Week	Tue 8-9p Rate	:30	NM	1	\$1,800.00
Week: 09/10/12	\$1,800.00				
58 WISN 09/11/12 09/11/12 NYMed					
	Tue 9-10p	:30	NM	1	\$1,800.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 09/10/12 09/16/12 -1 1	<u>Rate</u> \$1,800.00				
	Ψ1,000.00				
		Totals		146	\$145,700.00

Time Perio	od	# of Spots	Gross Amount	Net Amount
08/27/12	-09/30/12	136	\$134,650.00	\$114,452.50
10/01/12	-10/01/12	10	\$11,050.00	\$9,392.50
Totals		146	\$145,700.00	\$123,845,00

(\* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station to fany bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise, on contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Four weeks advance cancellation notice is required unless otherwise specified.



	Contract / Revision 943784 /	Alt Order # 06278065
Contract Dates 09/11/12 - 10/01/12	Product DSCC-IE	Estimate # 1612
Advertiser  Democratic Senatorial		Original Date / Revision 08/23/12 / 08/23/12

Signature:	Date:	
------------	-------	--

(\* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise, on contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Four weeks advance cancellation notice is required unless otherwise

### CONTRACT



WISN TV 759 N. 19th Street Milwaukee, WI 53233 (414)342-8812

And:

Great American Media 3050 K St NW Washington, DC 20007

	,,,,,,				
	Contract / Rev	<u>vision</u>		Alt Order #	
	943784	1		06278065	
Product					
DSCC-IE					
Contract Dates	Estimate #				
09/11/12 - 10/01/12	1612				
<u>Advertiser</u>	* •		Or	ginal Date	/ Revision
Democratic Senatorial Ca	ımpaign Com	mittee	C	8/24/12	/ 08/24/12
	Billing Cycle	Billing	Cal	endar	Cash/Trade
	EOM/EOC	Broado	ast		Cash
	Station	Accour	nt E	xecutive	Sales Office
	WISN	Will Hil	deb	orandt	HRP -Washingt
	Special Handi	ling			
	Demographic		_		
	Adults 35+	_			
	IDB#	<u>Adverti</u>	ser	Code	Product Code
	8091	49			53
	Agency Ref			<u>Advertiser</u>	Ref

Spots/ \*Line Ch Start Date End Date Description Start/End Time Days Length Week Rate Type Spots Amount WISN 09/18/12 09/28/12 GOOD AFTERNOON AMERI1P-2P LTC 9/07 :30 NM \$600.00 Start Date End Date Weekdays Spots/Week Rate Week: 09/17/12 09/23/12 --WTF--\$300.00 1 Spot Ch Date Range Description Start/End Time Weekdays Length Rate Type 3 WISN 09/11/12-09/17/12 KATIE COURIC M-F 2-3P MTuWThF----:30 \$300.00 NM ⊕ See MG 1.5,1.6 4 WISN 09/11/12-09/17/12 KATIE COURIC MTuWThF----M-F 2-3P :30 \$300.00 NM See MG 1.5,1.6 5 WISN 09/18/12-09/28/12 KATIE COURIC M-F 2-3P MTuWThE----:30 \$300.00 NM MG for 1.3,1.4 7 WISN 09/17/12-09/23/12 GOOD AFTERNOON AMERI 1P-2P LTC 9/07 ---WThF----:30 \$300.00 NM Credited Week: 09/24/12 09/30/12 --WTF--1 \$300.00 Spot Ch Description Date Range Start/End Time Weekdays <u>Length</u> Rate Type 6 WISN 09/18/12-09/28/12 KATIE COURIC M-F 2-3P MTUWThF----:30 \$300.00 NM MG for 1.3,1.4 8 WISN 09/24/12-09/30/12 GOOD AFTERNOON AMERI 1P-2P LTC 9/07 ---WThE----:30 \$300.00 NM Credited WISN 09/18/12 09/30/12 General Hospital 2-3pm/1-2p :30 NM 2 \$700.00 Start Date End Date Weekdays Spots/Week Rate Week: 09/17/12 09/23/12 --WTF--1 \$350.00 Week: 09/24/12 09/30/12 MTWTF--\$350.00 WISN 09/12/12 09/14/12 Late News 10PM 10-1030p :30 NM \$2,800,00 Start Date End Date Weekdays Spots/Week Rate Week: 09/10/12 09/16/12 -WTF--\$1,400.00 2 4 WISN 09/18/12 Late News 10PM 09/28/12 10-1030p :30 NM \$6,400.00 Start Date End Date Weekdays Spots/Week Rate Week: 09/17/12 09/23/12 -TWTF--2 \$1,600.00 Week: 09/24/12 09/30/12 MTWTF--2 \$1,600.00 WISN 09/18/12 09/28/12 The View 10-11am :30 NM 2 \$1,000.00 Start Date End Date <u>Weekdays</u> Spots/Week Rate Week: 09/17/12 09/23/12 \$500.00

(\* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithslanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to stall on the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise, on contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Four weeks advance cancellation notice is required unless otherwise specified.



	Contract / Revision	Alt Order #	
	943784 /	06278065	
Contract Dates	Product	Estimate #	
09/11/12 - 10/01/12	DSCC-IE	1612	

Advertiser Original Date / Revision 08/24/12 / 08/24/12 Democratic Senatorial Ca

Spots/	
--------	--

Start Date         End Date         Weekdays         Spots/Week         Rate           Week: 09/24/12         09/30/12         MTWTF         1         \$500.00           N 6 WISN 09/12/12         09/14/12         The View         10-11am         :30         NM         2         \$	1,400.00 \$850.00
Week: 09/24/12     09/30/12     MTWTF     1     \$500.00       N 6 WISN 09/12/12     09/14/12     The View     10-11am     :30     NM     2     \$	•
να του	•
	\$850.00
<u>Start Date                                  </u>	\$850.00
N. 7. WON 2010/10 2011/10 11 N. 100071	
<u>Start Date                                  </u>	,
N. C. WICH COMOMO CONTOURS I SHAN A COORDINA	1 000 00
Start Date End Date Weekdays Spots/Week Rate	1,900.00
Week: 09/17/12	
N. C. WION COMOMO. POLICIO	£400.00
Start Date End Date Weekdays Spots/Week Rate	\$400.00
Week: 09/10/12	
N 10 WISN 09/18/12 09/29/12 Nightline 11p-1130p :30 NM 2 \$: Start Date	1,500.00
Week: 09/17/12 09/23/12 -TWTF 1 \$750.00	
Week: 09/24/12	
N 11 WISN 09/12/12 09/14/12 11A-12N LTC 9/07 11-12pm :30 NM 2 <u>Start Date End Date Weekdays</u> Spots/Week Rate	\$400.00
Week: 09/10/12	
	1,200.00
<u>Start Date                                  </u>	
Week: 09/24/12 09/30/12 MTWTF 2 \$300.00	
N 13 WISN 09/12/12 09/14/12 General Hospital 2-3pm/1-2p :30 NM 2	\$700.00
<u>Start Date                                  </u>	
N 14 WISN 09/18/12 09/28/12 KATIE COURIC M-F 2-3P :30 NM 4 \$;	2,000.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> Week: 09/17/12	,
Week: 09/24/12	
N 15 WISN 09/12/12 09/28/12 3-4p 3-4p :30 NM 6 \$:	3,000.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> Week: 09/10/12	,
Week: 09/17/12 09/23/12 MTWTF 2 \$500.00	
Week: 09/24/12 09/30/12 MTWTF 2 \$500.00	
N 16 WISN 09/12/12 09/14/12 DR. OZ 4P-5P :30 NM 2 \$ <u>Start Date End Date Weekdays Spots/Week Rate</u>	1,000.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> Week: 09/10/12	
N 17 WISN 09/18/12 09/28/12 DR. OZ 4P-5P :30 NM 4 \$;	2,400.00
<u>Start Date                                  </u>	
Week: 09/24/12 09/30/12 MTWTF 2 \$600.00	
N 18 WISN 09/12/12 09/28/12 News M-F 430a 430-5a :30 NM 3	\$300.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> Week: 09/10/12	
Week: 09/17/12 09/23/12 MTWTF 1 \$100.00	

(\* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise, on contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Four weeks advance cancellation notice is required unless otherwise

specified.

Hearst television inc, does not discriminate in the sale of advertising time, and will accept no advertising which is placed with an intent to discriminate on the basis of race or ethnicity. Advertiser hereby represents and warrants that it is not purchasing broadcast air time under this advertising sales contract for a discriminatory purpose, including but not limited to decisions not to place advertising on particular stations on the basis of race or ethnicity.



Alt Order # Contract / Revision 943784 06278065 Contract Dates Product Estimate # 09/11/12 - 10/01/12 DSCC-IE 1612

Advertiser Original Date / Revision 08/24/12 / 08/24/12 Democratic Senatorial Ca

*Line Ch Start Date End Date Description	Start/End Time	Spots/ Days Length Week Rate	TypeS	note	Amount
Start Date         End Date         Weekdays         Spots/Week           Week: 09/24/12         09/30/12         MTWTF         1	Rate \$100.00	Days Longin Wook Nate	Туреор	50(3	Amount
N 19 WISN 09/18/12 09/28/12 News M-F 5p	5-530pm	:30	NM	4	\$4,000.00
Start Date End Date Weekdays Spots/Week	Rate	.50	INIVI	4	\$4,000.00
Week: 09/17/12 09/23/12 -TWTF 2 Week: 09/24/12 09/30/12 MTWTF 2	\$1,000.00 · \$1,000.00		ŀ		
N 20 WISN 09/12/12 09/14/12 News M-F 5p	5-530pm	:30	NM	2	\$1,400.00
Start Date End Date Weekdays Spots/Week	<u>Rate</u>	.00	````	_	Ψ1,400.00
Week: 09/10/12	\$700.00 5-6A	:30		•	<b>A</b> #4444
Start Date End Date Weekdays Spots/Week	Rate	:30	NM	2	\$500.00
Week: 09/10/12 09/16/12WTF 2	\$250.00				
N 22 WISN 09/18/12 09/28/12 News M-F 5a Start Date End Date Weekdays Spots/Week	5-6A Rate	:30	NM	4	\$1,400.00
Week: 09/17/12 09/23/12 -TWTF 2	\$350.00				
Week: 09/24/12 09/30/12 MTWTF 2	\$350.00				
N 23 WISN 09/12/12 09/14/12 News M-F 6p Start Date <u>End Date</u> Weekdays Spots/Week	6-630pm Rate	:30	NM	3	\$3,000.00
Week: 09/10/12	\$1,000.00				
N 24 WISN 09/18/12 09/28/12 News M-F 6p	6-630pm	:30	NM	4	\$4,800.00
Start Date         End Date         Weekdays         Spots/Week           Week: 09/17/12         09/23/12         -TWTF         2	<u>Rate</u> \$1,200.00				
Week: 09/24/12 09/30/12 MTWTF 2	\$1,200.00				
N 25 WISN 09/18/12 09/28/12 News M-F 6a	6-7A	:30	NM	6	\$6,000.00
Start Date End Date Weekdays Spots/Week Week: 09/17/12 09/23/12 -TWTF 3	<u>Rate</u> \$1,000.00				
Week: 09/24/12 09/30/12 MTWTF 3	\$1,000.00				
N 26 WISN 09/12/12 09/14/12 News M-F 6a	6-7A	:30	NM	3	\$2,550.00
Start Date         End Date         Weekdays         Spots/Week           Week: 09/10/12         09/16/12        wtf         3	<u>Rate</u> \$850.00				
N 27 WISN 09/12/12 09/14/12 Entertainment Tonight	630p-7pm	:30	NM	2	\$1,500.00
Start Date         End Date         Weekdays         Spots/Week           Week: 09/10/12         09/16/12        wtf         2	<u>Rate</u> \$750.00				
N 28 WISN 09/18/12 09/28/12 Entertainment Tonight	630p-7pm	:30	NM	4	\$3,400.00
Start Date         End Date         Weekdays         Spots/Week           Week:         09/17/12         09/23/12         -TWTF         2	<u>Rate</u> \$850.00				,
Week: 09/24/12 09/30/12 MTWTF 2	\$850.00				
N 29 WISN 09/12/12 09/28/12 Good Morning America	7-9a	:30	NM	18	\$18,000.00
Start Date         End Date         Weekdays         Spots/Week           Week: 09/10/12         09/16/12        wtf         6	<u>Rate</u> \$1,000.00				
Week: 09/17/12 09/23/12 MTWTF 6	\$1,000.00				
Week: 09/24/12 09/30/12 MTWTF 6	\$1,000.00				
N 30 WISN 09/18/12 09/28/12 LIVE WITH KELLY! Start Date End Date Weekdays Spots/Week	9-10am	:30	NM	4	\$1,800.00
Start DateEnd DateWeekdaysSpots/WeekWeek: 09/17/1209/23/12-TwTF2	<u>Rate</u> \$450.00				
Week: 09/24/12 09/30/12 MTWTF 2	\$450.00				
N 31 WISN 09/12/12 09/14/12 LIVE WITH KELLY! Start Date End Date Weekdays Spots/Week	9-10am	:30	NM	2	\$1,400.00
Start Date End Date Weekdays Spots/Week Week: 09/10/12 09/16/12wTF 2	<u>Rate</u> \$700.00				

(\* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise, on contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Four weeks advance cancellation notice is required unless otherwise specified.



Contract / Revision Alt Order# 943784 06278065 Contract Dates Product Estimate # 09/11/12 - 10/01/12 DSCC-IE 1612

Advertiser Original Date / Revision 08/24/12 / 08/24/12 Democratic Senatorial Ca

*Line Ch Start Date End Date Description	Start/End Time	Spots/ Days Length Week Rate	Tura Cra		
Start Date End Date Weekdays Spots/Week	Rate	Days Length Week Rate	TypeSpo	วเร	Amount
32 WISN 09/21/12 09/28/12 2020	Fri 9-10p	:30	NM	2	\$6,000.00
Start Date End Date Weekdays Spots/Week	<u>Rate</u>		1,414	2	Φ0,000.00
Week: 09/17/12 09/23/121 1 Week: 09/24/12 09/30/121 1	\$3,000.00				
33 WISN 09/17/12 09/17/12 BachPad	\$3,000.00				
Start Date End Date Weekdays Spots/Week	Prime Other Rate	:30	NM	1	\$2,500.00
Week: 09/17/12 09/23/12 1 1	\$2,500.00				
34 WISN 09/24/12 10/01/12 Dancing	Prime Other	:30	NM	2	\$11,000,00
Start DateEnd DateWeekdaysSpots/WeekWeek: 09/24/1209/30/1211	Rate			_	411,000.00
Week: 10/01/12 10/07/12 1 1	\$5,500.00 \$5,500.00				
35 WISN 09/24/12 09/24/12 PACKERS GAME	PACKERS GAME	:30			01-00-0
Start Date End Date Weekdays Spots/Week	Rate	:30	NM	1	\$15,000.00
Week: 09/24/12 09/30/12 1 1	\$15,000.00				
36 WISN 09/15/12 09/15/12 Late News Sa 10pm	10-1035p	:30	NM	1	\$450.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 09/10/12	<u>Rate</u> \$450.00				
37 WISN 09/15/12 09/29/12 Entertainment Tonite Week		.20		_	
Start Date End Date Weekdays Spots/Week	Rate	:30	NM	3	\$450.00
Week: 09/10/12 09/16/121- 1	\$150.00				
Week: 09/17/12 09/23/121- 1 Week: 09/24/12 09/30/121- 1	\$150.00				
	\$150.00				
38 WISN 09/15/12 09/29/12 College Football Game #2  Start Date End Date Weekdays Spots/Week	230p-6p Rate	:30	NM	3	\$3,600.00
Week: 09/10/12	\$1,200.00				
Week: 09/17/12 09/23/121- 1	\$1,200.00				
Week: 09/24/12 09/30/121- 1	\$1,200.00				
39 WISN 09/15/12 09/15/12 Sa 458-6a	456-6AM	:30	NM	1	\$200.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 09/10/12 09/16/121- 1	<u>Rate</u> \$200.00				
40 WISN 09/22/12 09/29/12 News Sa 6p-630p	6-630pm	(20)		_	
Start Date End Date Weekdays Spots/Week	Rate	:30	NM	2	\$1,400.00
Week: 09/17/12 09/23/121- 1	\$700.00				
Week: 09/24/12 09/30/121- 1	\$700.00				
41 WISN 09/15/12 09/15/12 Sat GMA	6-7a	:30	NM	1	\$300.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 09/10/12 09/16/121- 1	<u>Rate</u> \$300.00				
42 WISN 09/15/12 09/15/12 News Sa 6p-630p	6-630pm	:30	N18.4		0.000.00
Start Date End Date Weekdays Spots/Week	Rate	.50	NM	ı	\$500.00
Week: 09/10/12 09/16/121- 1	\$500.00				
43 WISN 09/22/12 09/29/12 Sat 630-7p	630-7p	:30	NM	2	\$1,000.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 09/17/12 09/23/121- 1	<u>Rate</u> \$500.00				
Week: 09/24/12 09/30/121- 1	\$500.00				
44 WISN 09/15/12 09/15/12 ABC Prime College Footbal		:30	NM	1	\$1.100.00
Start Date End Date Weekdays Spots/Week	Rate		1 4141	'	\$1,100.00
Week: 09/10/12 09/16/121- 1	\$1,100.00				
45 WISN 09/29/12 09/29/12 Badgers FB	7-1030p	:30	NM	1	\$8,500.00

(\* Line Transactions: N = New, E = Edited, D = Deleted)

Notwilhstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise, on contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Four weeks advance cancellation notice is required unless otherwise

specified.

Hearst television inc, does not discriminate in the sale of advertising time, and will accept no advertising which is placed with an intent to discriminate on the basis of race or ethnicity. Advertiser hereby represents and warrants that it is not purchasing broadcast air time under this advertising sales contract for a discriminatory purpose, including but not limited to decisions not to place advertising on particular stations on the basis of race or ethnicity.



Contract / Revision Alt Order# 943784 06278065 Contract Dates Product Estimate # 09/11/12 - 10/01/12 DSCC-IE 1612

<u>Advertiser</u> Original Date / Revision Democratic Senatorial Ca 08/24/12 / 08/24/12

*Line Ch Start Date End Date Description	Start/End Time	Spots/ Days Length Week Rate	Type Spots	Amount
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 09/24/12 09/30/121- 1	<u>Rate</u> \$8,500.00			runount
46 WISN 09/16/12 09/16/12 Late News 10pm	10p-1030p	:30	NM 1	\$1,400.00
Start Date         End Date         Weekdays         Spots/Week           Week: 09/10/12         09/16/12        1         1	<u>Rate</u> \$1,400.00			, ,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,
47 WISN 09/23/12 09/30/12 Late News SU 1030PM Start Date End Date Weekdays Spots/Week	1030p-11p	:30	NM 2	\$1,900.00
Week: 09/17/12 09/23/121 1	<u>Rate</u> \$950.00			
Week: 09/24/12 09/30/121 1 48 WISN 09/23/12 09/30/12 Su 458-6a	\$950.00			
Start Date End Date Weekdays Spots/Week	458-6AM <u>Rate</u>	:30	NM 2	\$400.00
Week: 09/17/12 09/23/121 1 Week: 09/24/12 09/30/121 1	\$200.00 \$200.00			
49 WISN 09/16/12 09/16/12 News Sun 530pm	530-6p	:30	NM 1	\$400.00
Start Date         End Date         Weekdays         Spots/Week           Week: 09/10/12         09/16/12        1         1	<u>Rate</u> \$400.00			¥+00.00
50 WISN 09/23/12 09/30/12 News Sun 530pm	530-6p	:30	NM 2	\$1,000.00
Start Date         End Date         Weekdays         Spots/Week           Week: 09/17/12         09/23/12        1         1	<u>Rate</u> \$500.00			, , , , , , , , , , , , , , , , , , , ,
Week: 09/24/12 09/30/121 1	\$500.00			
51 WISN 09/16/12 09/16/12 Sun GMA Start Date End Date Weekdays Spots/Week	6-7a <u>R</u> ate	:30	NM 1	\$250.00
Week: 09/10/12 09/16/121 1	\$250.00			
52 WISN 09/23/12 09/30/12 Sun GMA Start Date End Date Weekdays Spots/Week	6-7a	:30	NM 2	\$800.00
Week: 09/17/12 09/23/121 1	<u>Rate</u> \$400.00			
Week: 09/24/12 09/30/121 1 53 WISN 09/23/12 09/30/12 News Sun 7-9a	\$400.00			
Start Date End Date Weekdays Spots/Week	7-9am Rate	:30	NM 2	\$1,000.00
Week: 09/17/12 09/23/121 1 Week: 09/24/12 09/30/121 1	\$500.00 \$500.00			
54 WISN 09/23/12 09/30/12 This Week With George Ste		:30	NM 2	#0.000.00
Start Date         End Date         Weekdays         Spots/Week           Week: 09/17/12         09/23/12        1         1	<u>Rate</u>	.00	14101 2	\$2,000.00
Week: 09/24/12 09/30/121 1	\$1,000.00 \$1,000.00			
55 WISN 09/16/12 09/16/12 This Week With George Ste Start Date End Date Weekdays Spots/Week		:30	NM 1	\$650.00
Start Date         End Date         Weekdays         Spots/Week           Week: 09/10/12         09/16/12        1         1	<u>Rate</u> \$650.00			
56 WISN 09/27/12 09/27/12 LastResort Start Date End Date Weekdays Spots/Week	Thu 7-8p	:30	NM 1	\$2,000.00
Start Date         End Date         Weekdays         Spots/Week           Week:         09/24/12         09/30/12        1         1	<u>Rate</u> \$2,000.00			
57 WISN 09/11/12 09/11/12 Trust Start Date End Date Weekdays Spots/Week	Tue 8-9p	:30	NM 1	\$1,800.00
Week: 09/10/12 09/16/12 -1 1	<u>Rate</u> \$1,800.00			
58 WISN 09/11/12 09/11/12 NYMed Start Date End Date Weekdays Spots/Week	Tue 9-10p	:30	NM 1	\$1,800.00
Start Date         End Date         Weekdays         Spots/Week           Week: 09/10/12         09/16/12         -1         1	<u>Rate</u> \$1,800.00			
	······································			

(\* Line Transactions: N = New, E = Edited, D = Deleted)

Totals

146

\$145,700.00

( LITE Transactions: N - New, C - College, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise, on contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Four weeks advance cancellation notice is required unless otherwise specified.

Specified.

Hearst television inc, does not discriminate in the sale of advertising time, and will accept no advertising which is placed with an intent to discriminate on the basis of race or ethnicity. Advertiser hereby represents and warrants that it is not purchasing broadcast air time under this advertising sales contract for a discriminatory purpose, including but not limited to decisions not to place advertising on particular stations on the basis of race or ethnicity.



	Contract / Revision 943784 /	<u>Alt Order #</u> 06278065
Contract Dates	Product	Estimate #
09/11/12 - 10/01/12	DSCC-IE	1612
Advertiser	<u> </u>	Original Date / Revision
Democratic Senatorial	Ca	08/24/12 / 08/24/12

Time Period	# of Spots	# of Spots Gross Amount	
08/27/12 -09/30/12	145	\$140,200.00	\$119,170.00
10/01/12 -10/01/12	1	\$5,500.00	\$4,675.00
Totals	146	\$145,700.00	\$123,845.00

Signature:	Date:	

### CONTRACT



WISN TV 759 N. 19th Street Milwaukee, WI 53233 (414)342-8812

And:

**Great American Media** 3050 K St NW Washington, DC 20007

	Contract / Rev	<u>rision</u>	Alt Order:	Alt Order#	
	943784	/ 1	06278065		
Product					
DSCC-IE					
Contract Dates	Estimate #				
09/11/12 - 10/01/12	1612				
Advertiser			Original Date	/ Revision	
Democratic Senatorial Ca	mpaign Comi	mittee	08/27/12	/ 08/27/12	
	Billing Cycle	Billing	Calendar	Cash/Trade	
	EOM/EOC	Broado	cast	Cash	
	<u>Station</u>	Accou	nt Executive	Sales Office	
	WISN	Will Hi	ldebrandt	HRP -Washingto	
	Special Handl	ing			
	Demographic				
	Adults 35+				
	IDB#	<u>Advert</u>	iser Code	Product Code	
	8091	49		53	
	Agency Ref		Advertise	r Ref	

Snots/

						Spots/				
*Line Ch Start I	Date End Date	e Description		Start/End Time	Days L	ength Week	Rate	Type Sp	ots	Amount
1 WISN 09/18/ Start Date Week: 09/17/12	End Date	GOOD AFTE <u>Neekdays</u> WTF	RNOON AME Spots/Week 1	RI1P-2P LTC 9/07 <u>Rate</u> \$300.00		:30		NM	2	\$600.00
Spot Ch Da	te Range	Description		Start/End Time	<u>Weekdays</u>	<u>Length</u>	Rate	Type		
3 W/SN 09.	/11/12-09/17/12	KATIE COU	RIC	M-F 2-3P	MTuWThF	:30	\$300.00	NM		
	/11/12-09/17/12	KATIE COU	RIC	M-F 2-3P	MTuWThF	:30	\$300.00	NM		
⊕ See MG 1.     5 WISN 09.     ⊕ MG for 1.3	18/12-09/28/12	KATIE COU	RIC	M-F 2-3P	MTuWThF	:30	\$300.00	NM		
		GOOD AFT	ERNOON AME	RI1P-2P LTC 9/07	WThF	:30	\$300.00	NM		
Week: 09/24/12	09/30/12	WTF	1	\$300.00						
	<u>te Range</u>	<u>Description</u>		Start/End Time	<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>	<u>Type</u>		
•		KATIE COU	RIC	M-F 2-3P	MTuWThF-	:30	\$300.00	NM		
MG for 1.3     8 W/SN 09.     Credited		2 GOOD AFT	ERNOON AME	ERI1P-2P LTC 9/07	WThF	:30	\$300.00	NM		
2 WISN 09/18/ <u>Start Date</u> Week: 09/17/12 Week: 09/24/12	End Date 1	General Hos <u>Weekdays</u> WTF MTWTF	pital <u>Spots/Week</u> 1	2-3pm/1-2p <u>Rate</u> \$350.00 \$350.00		:30		MM	2	\$700.00
		Late News 1	ODM			:30		NM	2	¢2 000 00
3 WISN 09/12/ <u>Start Date</u> Week: 09/10/12	End Date	Weekdays WTF	Spots/Week 2	10-1030p <u>Rate</u> \$1,400.00		.30		INIVI	2	\$2,800.00
4 WISN 09/18/ <u>Start Date</u> Week: 09/17/12 Week: 09/24/12	End Date 09/23/12	Late News 1 <sup>1</sup> Weekdays -TWTF MTWTF	OPM Spots/Week 2 2	10-1030p <u>Rate</u> \$1,600.00 \$1,600.00		:30		MM	4	\$6,400.00
5 WISN 09/18 <u>Start Date</u> Week: 09/17/12	End Date	The View <u>Weekdays</u> -TWTF	Spots/Week 1	10-11am <u>Rate</u> \$500.00		:30		NM	2	\$1,000.00

(\* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise, on contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Four weeks advance cancellation notice is required unless otherwise specified.



Advertiser Original Date / Revision

Democratic Senatorial Ca 08/27/12 / 08/27/12

		Spots/			
*Line Ch Start Date End Date Description	Start/End Time	Days Length Week Rate	TypeS	pots	Amount
Start Date         End Date         Weekdays         Spots/Week           Week:         09/24/12         09/30/12         MTWTF         1	<u>Rate</u> \$500.00				
6 WISN 09/12/12 09/14/12 The View	10-11am	:30	NM	2	\$1,400.00
Start Date         End Date         Weekdays         Spots/Week           Week: 09/10/12         09/16/12        wTF         2	<u>Rate</u> \$700.00				
7 WISN 09/12/12 09/14/12 Late News 1030PM	1030p-11p	:30	NM	1	\$850.00
Week: 09/10/12	<u>Rate</u> \$850.00				
8 WISN 09/18/12 09/28/12 Late News 1030PM Start Date End Date Weekdays Spots/Week	1030p-11p Rate	:30	MM	2	\$1,900.00
Week: 09/17/12 09/23/12 -TWTF 1	\$950.00		1		
Week: 09/24/12 09/30/12 MTWTF 1	\$950.00				
9 WISN 09/12/12 09/14/12 Nightline Start Date End Date Weekdays Spots/Week	11p-1130p Rate	:30	NM	1	\$400.00
Week: 09/10/12 09/16/12WTF 1	\$400.00				
10 WISN 09/18/12 09/29/12 Nightline	11p-1130p	:30	NM	2	\$1,500.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 09/17/12 09/23/12 -TwTF 1	<u>Rate</u> \$750.00				
Week; 09/24/12 09/30/12 MTWTF 1	\$750.00				
N 11 WISN 09/12/12 09/14/12 ANDERSON COOPER	M-F 11A-12P	:30	NM	2	\$400.00
Start Date         End Date         Weekdays         Spots/Week           Week: 09/10/12         09/16/12        wTF         2	<u>Rate</u> \$200.00				
12 WISN 09/18/12 09/28/12 THE CHEW	12P-1P	:30	NM	4	\$1,200.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 09/17/12 09/23/12 -TWTF 2	<u>Rate</u> \$300.00				
Week: 09/24/12 09/30/12 MTWTF 2	\$300.00				
13 WISN 09/12/12 09/14/12 General Hospital	2-3pm/1-2p	:30	NM	2	\$700.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 09/10/12 09/16/12wTF 2	<u>Rate</u> \$350.00				
14 WISN 09/18/12 09/28/12 KATIE COURIC	M-F 2-3P	:30	NM	4	\$2,000.00
Start Date         End Date         Weekdays         Spots/Week           Week:         09/17/12         09/23/12         -TWTF         2	Rate				
Week: 09/17/12 09/23/12 -TWTF 2 Week: 09/24/12 09/30/12 MTWTF 2	\$500.00 \$500.00				
15 WISN 09/12/12 09/28/12 3-4p	3-4p	:30	NM	6	\$3,000.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week; 09/10/12 09/16/12WTF 2	<u>Rate</u> \$500.00				
Week: 09/17/12 09/23/12 MTWTF 2	\$500.00				
Week: 09/24/12 09/30/12 MTWTF 2	\$500.00				
16 WISN 09/12/12 09/14/12 DR. OZ Start Date End Date Weekdays Spots/Week	4P-5P	:30	NM	2	\$1,000.00
Start Date End Date Weekdays Spots/Week Week: 09/10/12 09/16/12wTF 2	<u>Rate</u> \$500.00				
17 WISN 09/18/12 09/28/12 DR. OZ	4P-5P	:30	NM	4	\$2,400.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 09/17/12 09/23/12 -TWTF 2	<u>Rate</u> \$600.00				
Week: 09/24/12 09/30/12 MTWTF 2	\$600.00				
18 WISN 09/12/12 09/28/12 News M-F 430a	430-5a	:30	NM	3	\$300.00
Start Date         End Date         Weekdays         Spots/Week           Week; 09/10/12         09/16/12        wtf         1	<u>Rate</u> \$100.00				
Week: 09/17/12 09/23/12 MTWTF 1	\$100.00				

(\* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise, on contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Four weeks advance cancellation notice is required unless otherwise specified.

HearsI television inc, does not discriminate in lhe sale of advertising lime, and will accept no advertising which is placed with an intent to discriminate on the basis of race or ethnicity. Advertiser hereby represents and warrants that it is not purchasing broadcast air lime under this advertising sales contract for a discriminatory purpose, including but not limited to decisions not to place advertising on particular stations on the basis of race or ethnicity.



Contract / Revision Alt Order # 943784 06278065

Contract Dates Product Estimate # 09/11/12 - 10/01/12 DSCC-IE 1612

Advertiser Original Date / Revision 08/27/12 / 08/27/12 Democratic Senatorial Ca

		Spots/			
*Line Ch Start Date End Date Description	Start/End Time	Days Length Week Rate	Type S <sub>i</sub>	oots	Amount
Week: 09/24/12	<u>Rate</u> \$100.00				
19 WISN 09/18/12 09/28/12 News M-F 5p  Start Date End Date Weekdays Spots/Week  Week: 09/17/12 09/23/12 -TWTF 2  Week: 09/24/12 09/30/12 MTWTF 2	5-530pm <u>Rate</u> \$1,000.00 \$1,000.00	:30	NM	4	\$4,000.00
20 WISN 09/12/12 09/14/12 News M-F 5p <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 09/10/12 09/16/12WTF 2	5-530pm <u>Rate</u> \$700.00	:30	NM	2	\$1,400.00
21 WISN 09/12/12 09/14/12 News M-F 5a <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 09/10/12 09/16/12WTF 2	5-6A <u>Rate</u> \$250.00	:30	NM	2	\$500.00
22 WISN 09/18/12       09/28/12       News M-F 5a         Start Date       End Date       Weekdays       Spots/Week         Week: 09/17/12       09/23/12       -TwTF       2         Week: 09/24/12       09/30/12       MTwTF       2	5-6A <u>Rate</u> \$350.00 \$350.00	:30	NM	4	\$1,400.00
23 WISN 09/12/12 09/14/12 News M-F 6p <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 09/10/12 09/16/12wTF 3	6-630pm <u>Rate</u> \$1,000.00	:30	NM	3	\$3,000.00
24 WISN 09/18/12 09/28/12 News M-F 6p  Start Date	6-630pm <u>Rate</u> \$1,200.00 \$1,200.00	:30	NM	4	\$4,800.00
25 WISN 09/18/12 09/28/12 News M-F 6a  Start Date End Date Weekdays Spots/Week  Week: 09/17/12 09/23/12 -TWTF 3  Week: 09/24/12 09/30/12 MTWTF 3	6-7A <u>Rate</u> \$1,000.00 \$1,000.00	:30	NM	6	\$6,000.00
26 WISN 09/12/12 09/14/12 News M-F 6a  Start Date End Date Weekdays Spots/Week Week: 09/10/12 09/16/12WTF 3	6-7A <u>Rate</u> \$850.00	:30	NM	3	\$2,550.00
27 WISN 09/12/12       09/14/12       Entertainment Tonight         Start Date       End Date       Weekdays       Spots/Week         Week: 09/10/12       09/16/12      wTF       2	630p-7pm <u>Rate</u> \$750.00	:30	NM	2	\$1,500.00
28 WISN 09/18/12       09/28/12       Entertainment Tonight         Start Date       End Date       Weekdays       Spots/Week         Week: 09/17/12       09/23/12       -TwTF       2         Week: 09/24/12       09/30/12       MTWTF       2	630p-7pm <u>Rate</u> \$850.00 \$850.00	:30	NM	4	\$3,400.00
29 WISN 09/12/12 09/28/12 Good Morning America  Start Date End Date Weekdays Spots/Week  Week: 09/10/12 09/16/12WTF 6  Week: 09/17/12 09/23/12 MTWTF 6  Week: 09/24/12 09/30/12 MTWTF 6	7-9a <u>Rate</u> \$1,000.00 \$1,000.00 \$1,000.00	:30	NM	18	\$18,000.00
30 WISN 09/18/12 09/28/12 LIVE WITH KELLY!  Start Date End Date Weekdays Spots/Week  Week: 09/17/12 09/23/12 -TWTF 2  Week: 09/24/12 09/30/12 MTWTF 2	9-10am <u>Rate</u> \$450.00 \$450.00	:30	NM	4	\$1,800.00
31 WISN 09/12/12 09/14/12 LIVE WITH KELLY!  Start Date End Date Weekdays Spots/Week  Week: 09/10/12 09/16/12WTF 2	9-10am <u>Rate</u> \$700.00	:30	NM	2	\$1,400.00

(\* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment lo station. Station will not be bound by conditions, printed or otherwise, on contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Four weeks advance cancellation notice is required unless otherwise specified.



Contract / Revision Alt Order# 943784 06278065 Contract Dates Product Estimate # 09/11/12 - 10/01/12 DSCC-IE 1612

Advertiser Original Date / Revision 08/27/12 / 08/27/12 Democratic Senatorial Ca

		Spots/			
*Line Ch Start Date End Date Description	Start/End Time	Days Length Week	Rate Type:	Spots	Amount
Start Date End Date Weekdays Spots/Week	Rate				
32 WISN 09/21/12 09/28/12 2020	Fri 9-10p	:30	NM.	2	\$6,000.00
Start Date End Date Weekdays Spots/Week	Rate				
Week: 09/17/12 09/23/121 1	\$3,000.00				
Week: 09/24/12 09/30/121 1	\$3,000.00				
33 WISN 09/17/12 09/17/12 BachPad	Prime Other	:30	NM	1	\$2,500.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week; 09/17/12 09/23/12 1 1	Rate				
	\$2,500.00				
34 WISN 09/24/12 10/01/12 Dancing Start Date End Date Weekdays Spots/Week	Prime Other	:30	NM	2	\$11,000.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>SpotsWeek</u> Week: 09/24/12 09/30/12 1 1	<u>Rate</u> \$5,500.00				
Week: 10/01/12 10/07/12 1 1	\$5,500.00				
35 WISN 09/24/12 09/24/12 PACKERS GAME	PACKERS GAME	:30	NM	1	\$15,000.00
Start Date End Date Weekdays Spots/Week	Rate	.50	14161	ı	\$15,000.00
Week: 09/24/12 09/30/12 1 1	\$15,000.00				
36 WISN 09/15/12 09/15/12 Late News Sa 10pm	10-1035p	:30	NM	1	\$450.00
Start Date End Date Weekdays Spots/Week	Rate				Ψ100.00
Week: 09/10/12 09/16/121- 1	\$450.00				
37 WISN 09/15/12 09/29/12 Entertainment Tonite Week	erET Weekend	:30	NM	3	\$450.00
Start Date End Date Weekdays Spots/Week	<u>Rate</u>				
Week: 09/10/12 09/16/121- 1	\$150.00				
Week: 09/17/12 09/23/121- 1 Week: 09/24/12 09/30/121- 1	\$150.00				
	\$150.00	***************************************			
38 WISN 09/15/12 09/29/12 College Football Game #2	230p-6p	:30	NM	3	\$3,600.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 09/10/12 09/16/121- 1	<u>Rate</u> \$1,200.00				
Week: 09/17/12 09/23/121- 1	\$1,200.00				
Week: 09/24/12 09/30/121- 1	\$1,200.00				
39 WISN 09/15/12 09/15/12 Sa 458-6a	456-6AM	:30	NM	4	#000 00
Start Date End Date Weekdays Spots/Week	Rate	.30	IAIM	1	\$200.00
Week: 09/10/12 09/16/121- 1	\$200.00				
40 WISN 09/22/12 09/29/12 News Sa 6p-630p	6-630pm	:30	NM	2	\$1,400.00
Start Date End Date Weekdays Spots/Week	Rate	.00	1 4141	-	Ψ1,∓00.00
Week: 09/17/12 09/23/121- 1	\$700.00				
Week: 09/24/12 09/30/121- 1	\$700.00				
41 WISN 09/15/12 09/15/12 Sat GMA	6-7a	:30	NM	1	\$300.00
Start Date End Date Weekdays Spots/Week	Rate				
Week: 09/10/12 09/16/121- 1	\$300.00				
42 WISN 09/15/12 09/15/12 News Sa 6p-630p	6-630pm	:30	NM	1	\$500.00
Start Date         End Date         Weekdays         Spots/Week           Week: 09/10/12         09/16/12        1-         1	Rate				
	\$500.00				
43 WISN 09/22/12 09/29/12 Sat 630-7p	630-7p	:30	NM	2	\$1,000.00
Start Date         End Date         Weekdays         Spots/Week           Week: 09/17/12         09/23/12        1-         1	<u>Rate</u> \$500.00				
Week: 09/24/12 09/30/121- 1	\$500.00				
44 WISN 09/15/12 09/15/12 ABC Prime College Footbal		:30	NM	1	e1 400 00
Start Date End Date Weekdays Spots/Week	Rate	.50	IAIAI	ı	\$1,100.00
Week: 09/10/12 09/16/121- 1	\$1,100.00				
45 WISN 09/29/12 09/29/12 Badgers FB	7-1030p	:30	NM	1	\$8,500.00
<b></b>			1 7101	•	40,000.00

(\* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise, on contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Four weeks advance cancellation notice is required unless otherwise specified.

Hearst television inc, does not discriminate in the sale of advertising time, and will accept no advertising which is placed with an intent to discriminate on the basis of race or ethnicity. Advertiser hereby represents and warrants that it is not purchasing broadcast air time under this advertising sales contract for a discriminatory purpose, including but not limited to decisions not to place advertising on particular stations on the basis of race or ethnicity.



Contract / Revision Alt Order # 943784 06278065

146

Totals

\$145,700.00

Contract Dates Product Estimate # 09/11/12 - 10/01/12 DSCC-IE 1612

Advertiser Original Date / Revision 08/27/12 / 08/27/12 Democratic Senatorial Ca

Spots/

*Line Ch Start	Date End D	ate Descriptio	ın	Start/End Time	Days	Spots/ Length Week	Rate	Type S <sub>1</sub>	note	Amount
Start Date	End Date	Weekdays	Spots/Week	Rate	Days	Length Week	1,010	1,9000,	7013	Antount
Week: 09/24/12	09/30/12	1-	1	\$8,500.00						
46 WISN 09/16		12 Late News		10p-1030p		:30		NM	1	\$1,400.00
Start Date Week: 09/10/12	End Date 09/16/12	<u>Weekdays</u> 1	Spots/Week 1	<u>Rate</u> \$1,400.00				İ		
47 WISN 09/23			SU 1030PM	1030p-11p		:30		NM	2	\$1,900.00
47 VVISIN 09/23	End Date	Weekdays	Spots/Week	Rate		.50		fain	2.	\$1,800.00
Week: 09/17/12	09/23/12	1	1	\$950.00						
Week: 09/24/12	09/30/12	1	1	\$950.00						
48 WISN 09/23			0 1 447 1	458-6AM		:30		NM	2	\$400.00
<u>Start Date</u> Week: 09/17/12	End Date 09/23/12	<u>Weekdays</u> 1	Spots/Week 1	<u>Rate</u> \$200.00						
Week: 09/24/12	09/30/12	1	1	\$200.00				İ		
49 WISN 09/16	/12 09/16/	12 News Sun	530pm	530-6p		:30		NM	1	\$400.00
Start Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>						
Week: 09/10/12	09/16/12	1	11	\$400.00						
50 WISN 09/23				530-6p		:30		NM	2	\$1,000.00
Start Date Week: 09/17/12	End Date 09/23/12	<u>Weekdays</u> 1	<u>Spots/Week</u> 1	<u>Rate</u> \$500.00						
Week: 09/24/12	09/30/12	1	1	\$500.00						
51 WISN 09/16	/12 09/16/	12 Sun GMA		6-7a		:30		NM	1	\$250.00
Start Date	End Date	<u>Weekdays</u>	Spots/Week	Rate						
Week: 09/10/12	09/16/12	1	1	\$250.00					_	
52 WISN 09/23 Start Date	/12 09/30/ <sup>,</sup> End Date	12 Sun GMA Weekdays	Spots/Week	6-7a Rate		:30		MM	2	\$800.00
Week: 09/17/12	09/23/12	1	1	\$400.00						
Week: 09/24/12	09/30/12	1	1	\$400.00						
53 WISN 09/23		12 News Sun		7-9am		:30		NM	2	\$1,000.00
<u>Start Date</u> Week: 09/17/12	End Date 09/23/12	<u>Weekdays</u> 1	Spots/Week	<u>Rate</u> \$500.00				Į.		
Week: 09/24/12	09/30/12	1	1 1	\$500.00 \$500.00						
54 WISN 09/23		12 This Week	With George Ste			:30		NM	2	\$2,000.00
Start Date	End Date	Weekdays	Spots/Week	Rate		.00			-	ΨΕ,000.00
Week: 09/17/12	09/23/12	1	1	\$1,000.00						
Week: 09/24/12	09/30/12	1	1	\$1,000.00						
55 WISN 09/16			With George Ste Spots/Week			:30		NM	1	\$650.00
Start Date Week: 09/10/12	End Date 09/16/12	<u>Weekdays</u> 1	<u>Spois/vveek</u> 1	<u>Rate</u> \$650.00						
56 WISN 09/27	/12 09/27/	12 LastResort		Thu 7-8p		:30		NM	1	\$2,000.00
Start Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>				1		. ,
Week: 09/24/12	09/30/12	1	1	\$2,000.00						
57 WISN 09/11			Committee ABI = 11	Tue 8-9p		:30		NM	1	\$1,800.00
Start Date Week: 09/10/12	End Date 09/16/12	Weekdays -1	Spots/Week 1	<u>Rate</u> \$1,800.00						
58 WISN 09/11			•	Tue 9-10p		:30		NM	1	\$1,800.00
Start Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>					•	7.,200.00
Week: 09/10/12	09/16/12	-1	1	\$1,800.00						
	_									*

<sup>(\*</sup> Line Transactions: N = New, E = Edited, D = Deleted)
Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise, on contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Four weeks advance cancellation notice is required unless otherwise specified.



	Contract / Revisi 943784 /	<u>on</u> 1	Alt Order # 06278065	
Contract Dates 09/11/12 - 10/01/12	Product DSCC-IE		Estimate # 1612	
Advertiser Democratic Senatoria	I Ca	-	ginal Date / Revision 08/27/12 / 08/27/12	

Time Period	# of Spots	Gross Amount	Net Amount
08/27/12 -09/30/12	145	\$140,200.00	\$119,170.00
10/01/12 -10/01/12	1	\$5,500.00	\$4,675.00
Totals	146	\$145,700.00	\$123,845.00

Signature:		Date:	

## CONTRACT



WISN TV 759 N. 19th Street Milwaukee, WI 53233 (414)342-8812

And:

Great American Media 3050 K St NW Washington, DC 20007

	Contract / Re	vision		Alt Order #	
	943784	/ 2		06278065	
Product					
DSCC-IE					
Contract Dates	Estimate #				
09/11/12 - 10/01/12	1612				
<u>Advertiser</u>			Or	iginal Date .	/ Revision
Democratic Senatorial Ca	ampaign Com	mittee	0	9/17/12	/ 09/17/12
	Billing Cycle	Billing	Cal	<u>endar</u>	Cash/Trade
	EOM/EOC	Broado	ast		Cash
	Station	Accour	nt E	xecutive	Sales Office
	WISN	Will Hil	ldet	orandt	HRP -Washingto
	Special Hand	ling			
	Demographic				
	Adults 35+				
	<u>IDB#</u>	Adverti	iser	Code	Product Code
	8091	49			53
	Agency Ref			Advertiser	Ref
				1	

		Spots/			
*Line Ch Start Date End Date Description	Start/End Time	Days Length Week	Rate Typ	e Spots	Amount
1 WISN 09/18/12 09/28/12 GOOD AFTERNOON AMERI <sup>2</sup> Start Date End Date Weekdays Spots/Week	<u>Rate</u>	:30	NI	1 2	\$600.00
Week: 09/17/12 09/23/12WTF 1	\$300.00	NAT1. day Page (f.	D-1- T		
<del>_</del> <del>_</del>	Start/End Time M-F 2-3P	Weekdays Length MTuWThF :30	<u>Rate Tyr</u> \$300.00 N		
(f) See MG 1.5,1.6	W-F Z-SF	,30°	<del>\$500.00</del> 141	"	
	M-F 2-3P	MTuWThF :30	\$300.00 NI	Л	
⊕ See MG 1.5,1.6					
	M-F 2-3P	MTuWThF :30	\$300.00 N	Л	
(h) MG for 1.3,1.4	140 00 LTO 0/07	urthe	#000 00 N	.1	
7 WISN 09/17/12-09/23/12 GOOD AFTERNOON AMERI Credited	1P-2P L1C 9/07	WThF :30	\$300-00 NI	<i>^</i> 1	
Week: 09/24/12 09/30/12WTF 1	\$300.00				
Spot Ch Date Range Description	Start/End Time	Weekdays Length	Rate Typ	е	
6 WISN 09/18/12-09/28/12 KATIE COURIC	M-F 2-3P	MTuWThF :30	\$300.00 NI	Ā	
MG for 1.3,1.4					
8 WISN 09/24/12-09/30/12 GOOD AFTERNOON AMERI Credited	1P-2P LTC 9/07	WThF :30	\$300.00 Ni	1	
	2.0/4.0-	:30	6.1s		****
2 WISN 09/18/12 09/30/12 General Hospital 2 Start Date End Date Weekdays Spots/Week	2-3pm/1-2p Rate	:30	NI	A 2	\$700.00
Week: 09/17/12 09/23/12WTF 1	\$350.00				
Week: 09/24/12 09/30/12 MTWTF 1	\$350.00				
3 WISN 09/12/12 09/14/12 Late News 10PM	10-1030p	:30	N	Л 2	\$2,800.00
Start Date End Date Weekdays Spots/Week	Rate				
Week: 09/10/12	\$1,400.00			4	
	10-1030p	:30	N	Λ 4	\$6,400.00
Start Date End Date Weekdays Spots/Week Week: 09/17/12 09/23/12 -TwTF 2	<u>Rate</u> \$1,600.00				
Week: 09/24/12 09/30/12 MTWTF 2	\$1,600.00			1	
5 WISN 09/18/12 09/28/12 The View	10-11am	:30	N:	1 2	\$1,000.00
Start Date End Date Weekdays Spots/Week	Rate				,
Week: 09/17/12 09/23/12 -TWTF 1	\$500.00			ı	

(\* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise, on contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Four weeks advance cancellation notice is required unless otherwise



	Contract / Revision	Alt Order #
	943784 / 2	06278065
Contract Dates	Product	Estimate #
09/11/12 - 10/01/12	DSCC-IE	1612

 Advertiser
 Original Date / Revision

 Democratic Senatorial Ca
 09/17/12 / 09/17/12

*Line Ch Start Date End Date Description	Start/End Time	Spots/ Days Length Week Rate	TypeS	pots	Amount
Start Date End Date Weekdays Spots/Week Week: 09/24/12 09/30/12 MTWTF 1	<u>Rate</u> \$500.00	· · · · · · · · · · · · · · · · · · ·			**.
6 WISN 09/12/12 09/14/12 The View	10-11am	:30	NM	2	\$1,400.00
Start Date         End Date         Weekdays         Spots/Week           Week: 09/10/12         09/16/12        WTF         2	<u>Rate</u> \$700.00				
7 WISN 09/12/12 09/14/12 Late News 1030PM	1030p-11p	:30	NM	1	\$850.00
Start Date End Date Weekdays Spots/Week	<u>Rate</u>	.50	14141	'	φα30.00
Week: 09/10/12 09/16/12WTF 1	\$850.00				
8 WISN 09/18/12 09/28/12 Late News 1030PM Start Date End Date Weekdays Spots/Week	1030p-11p Rate	:30	MM	2	\$1,900.00
Week: 09/17/12 09/23/12 -TWTF 1	\$950.00				
Week: 09/24/12 09/30/12 MTWTF 1	\$950.00				
9 WISN 09/12/12 09/14/12 Nightline Start Date End Date Weekdays Spots/Week	11p-1130p Rate	:30	NM	1	\$400.00
Week: 09/10/12 09/16/12WTF 1	\$400.00				
10 WISN 09/18/12 09/29/12 Nightline	11p-11 <u>3</u> 0p	:30	NM	2	\$1,500.00
Start Date End Date Weekdays Spots/Week Week: 09/17/12 09/23/12 -TWTF 1	<u>Rate</u> \$750.00				
Week: 09/24/12 09/30/12 MTWTF 1	\$750.00		ı		
11 WISN 09/12/12 09/14/12 ANDERSON COOPER	M-F 11A-12P	:30	NM	2	\$400.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 09/10/12	<u>Rate</u> \$200.00				
12 WISN 09/18/12 09/28/12 THE CHEW	12P-1P	:30	NM	4	\$1,200.00
Start Date End Date Weekdays Spots/Week	<u>Rate</u>			·	Ψ1,200.00
Week: 09/17/12	\$300.00 \$300.00				
13 WISN 09/12/12 09/14/12 General Hospital	2-3pm/1-2p	:30	NM	2	\$700.00
Start Date End Date Weekdays Spots/Week	<u>Rate</u>	.50	' ' ' '	_	Ψ100.00
Week: 09/10/12 09/16/12WTF 2	\$350.00				
14 WISN 09/18/12 09/28/12 KATIE COURIC Start Date End Date Weekdays Spots/Week	M-F 2-3P Rate	:30	NM	4	\$2,000.00
Week: 09/17/12 09/23/12 -TWTF 2	\$500.00				
Week: 09/24/12 09/30/12 MTWTF 2	\$500.00				
15 WISN 09/12/12 09/28/12 3-4p Start Date End Date Weekdays Spots/Week	3-4p Rate	:30	NM	6	\$3,000.00
Week: 09/10/12 09/16/12WTF 2	\$500.00				
Week: 09/17/12 09/23/12 MTWTF 2	\$500.00				
Week: 09/24/12 09/30/12 MTWTF 2	\$500.00	.20	N 15.4	^	04 000 00
16 WISN 09/12/12 09/14/12 DR. OZ Start Date End Date Weekdays Spots/Week	4P-5P Rate	:30	NM	2	\$1,000.00
Week: 09/10/12 09/16/12WTF 2	\$500.00				
17 WISN 09/18/12 09/28/12 DR. OZ Start Date End Date Weekdays Spots/Week	4P-5P <u>Rate</u>	:30	NM	4	\$2,400.00
Week: 09/17/12	\$600.00				
Week: 09/24/12 09/30/12 MTWTF 2	\$600.00				
18 WISN 09/12/12 09/28/12 News M-F 430a	430-5a	:30	MM	3	\$300.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 09/10/12 09/16/12wTF 1	<u>Rate</u> \$100.00				
Week: 09/17/12 09/23/12 MTWTF 1	\$100.00				

(\* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to stalion the amount of any bills rendered by station within the time specified and until payment in full is received by stalion. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Stalion will not be bound by conditions, printed or otherwise, on contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Four weeks advance cancellation notice is required unless otherwise specified.

Hearst television inc, does not discriminate in the sale of advertising time, and will accept no advertising which is placed with an intent to discriminate on the basis of race or ethnicity. Advertiser hereby represents and warrants that it is not purchasing broadcast air time under this advertising sales contract for a discriminatory purpose, including but not limited to decisions not to place advertising on particular stations on the basis of race or ethnicity.



 Contract / Revision
 Alt Order #

 943784 / 2
 06278065

 Contract Dates
 Product
 Estimate #

 09/11/12 - 10/01/12
 DSCC-IE
 1612

Advertiser Original Date / Revision
Democratic Senatorial Ca 09/17/12 / 09/17/12

*Line Ch Start Date End Date Description	Start/End Time	Spots/ Days Length Week Rate	Type S	pots	Amount
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 09/24/12 09/30/12 MTWTF 1	<u>Rate</u> \$100.00				
19 WISN 09/18/12 09/28/12 News M-F 5p	5-530pm	:30	NM	4	\$4,000.00
Start Date         End Date         Weekdays         Spots/Week           Week:         09/17/12         09/23/12         -TWTF         2	Rate \$1,000.00				
Week: 09/17/12 09/23/12 -TWTF 2 Week: 09/24/12 09/30/12 MTWTF 2	\$1,000.00				
20 WISN 09/12/12 09/14/12 News M-F 5p	5-530pm	:30	NM	2	\$1,400.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 09/10/12 09/16/12WTF 2	<u>Rate</u> \$700.00				
21 WISN 09/12/12 09/14/12 News M-F 5a	5-6A	:30	NM	2	\$500.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 09/10/12 09/16/12WTF 2	<u>Rate</u> \$250.00				
22 WISN 09/18/12 09/28/12 News M-F 5a	5-6A	:30	NM	4	\$1,400.00
Start Date         End Date         Weekdays         Spots/Week           Week: 09/17/12         09/23/12         -TWTF         2	<u>Rate</u> \$350.00				, , , , , , , , , , , , , , , , , , , ,
Week: 09/24/12	\$350.00 \$350.00				
23 WISN 09/12/12 09/14/12 News M-F 6p	6-630pm	:30	NM	3	\$3,000.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 09/10/12 09/16/12WTF 3	<u>Rate</u> \$1,000.00				
24 WISN 09/18/12 09/28/12 News M-F 6p	6-630pm	:30	NM	4	\$4,800.00
Start Date End Date Weekdays Spots/Week Week: 09/17/12 09/23/12 -TWTF 2	<u>Rate</u> \$1,200.00				
Week: 09/24/12 09/30/12 MTWTF 2	\$1,200.00				
25 WISN 09/18/12 09/28/12 News M-F 6a	6-7A	:30	NM	6	\$6,000.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 09/17/12 09/23/12 -TWTF 3	<u>Rate</u> \$1,000.00				
Week: 09/24/12 09/30/12 MTWTF 3	\$1,000.00	<u> </u>			
26 WISN 09/12/12 09/14/12 News M-F 6a Start Date End Date <u>Weekdays</u> Spots/Week	6-7A Rate	:30	NM	3	\$2,550.00
Week: 09/10/12 09/16/12WTF 3	\$850.00				
27 WISN 09/12/12 09/14/12 Entertainment Tonight	630p-7pm	:30	NM	2	\$1,500.00
Start DateEnd DateWeekdaysSpots/WeekWeek: 09/10/1209/16/12wTF2	<u>Rate</u> \$750.00				
28 WISN 09/18/12 09/28/12 Entertainment Tonight	630p-7pm	:30	NM	4	\$3,400.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 09/17/12 09/23/12 -TWTF 2	<u>Rate</u> \$850.00				
Week: 09/24/12 09/30/12 MTWTF 2	\$850.00				
29 WISN 09/12/12 09/28/12 Good Morning America Start Date End Date Weekdays Spots/Week	7-9a Rate	:30	NM	18	\$18,000.00
Week: 09/10/12 09/16/12WTF 6	\$1,000.00				
Week: 09/17/12	\$1,000.00 \$1,000.00				
30 WISN 09/18/12 09/28/12 LIVE WITH KELLY!	9-10am	:30	NM	4	\$1,800.00
Start Date End Date Weekdays Spots/Week	<u>Rate</u>				- 1,500,00
Week: 09/17/12	\$450.00 \$450.00				
31 WISN 09/12/12 09/14/12 LIVE WITH KELLY!	9-10am	:30	NM	2	\$1,400.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 09/10/12 09/16/12wTF 2	<u>Rate</u> \$700.00				

(\* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise, on contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Four weeks advance cancellation notice is required unless otherwise specified.

Hearst lelevision inc. does not discriminate in the sale of advertising time, and will accept no advertising which is placed with an intent to discriminate on the basis of race or ethnicity. Advertiser hereby represents and warrants that it is not purchasing broadcast air time under this advertising sales contract for a discriminatory purpose, including but not limited to decisions not to place advertising on particular stations on the basis of race or ethnicity.



 Contract / Revision
 Alt Order #

 943784 / 2
 06278065

 Contract Dates
 Product
 Estimate #

 09/11/12 - 10/01/12
 DSCC-IE
 1612

Advertiser Original Date / Revision
Democratic Senatorial Ca 09/17/12 / 09/17/12

		Spo	nte/	The state of the s		
*Line Ch Start Date End Date Description	Start/End Time	Days Length We		Type Spo	ots	Amount
Start Date End Date Weekdays Spots/Week	Rate					
32 WISN 09/21/12 09/28/12 2020	Fri 9-10p	:30		NM	2	\$6,000.00
Start Date End Date Weekdays Spots/Week	<u>Rate</u>					, =,
Week: 09/17/12 09/23/121 1	\$3,000.00					
Week: 09/24/12 09/30/121 1	\$3,000.00				_	
N 33 WISN 09/17/12 09/17/12 BachPad Start Date End Date Weekdays Spots/Week	Prime Other	:30		NM	0	\$0.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 09/17/12 09/23/12 1 1	<u>Rate</u> \$2,500.00					
Spot Ch Date Range Description	Start/End Time	Weekdays Length	<u>Rate</u>	Type		
1 WISN 09/17/12-09/23/12 BachPad	Prime Other	M:30	\$2 <del>,500.00</del>	NM		
See MG 34.3,34.4,34.5						
now CMA Music Fest	D: 0"					
N 34 WISN 09/24/12 10/01/12 Dancing Start Date End Date Weekdays Spots/Week	Prime Other Rate	:30		NM	4	\$26,300.00
Week: 09/24/12 09/30/12 1 1	\$5,500.00					
Spot Ch Date Range Description	Start/End Time	Weekdays Length	<u>Rate</u>	Туре		
1 WISN 09/24/12-09/30/12 Dancing	Prime Other	M: :30	\$5,500.00	NM		
See MG 34.3,34.4,34.5	DAGKEDO DDE	0.11	ma aaa aa			
3 WISN 09/24/12-09/24/12 PACKERS PRE-GAME → MG for 57.1,33.1,58.1,34.1	PACKERS PRE-	G.M :30	\$3,800.00	NM		
4 WISN 09/24/12-09/24/12 PACKERS GAME	PACKERS GAME	E M: :30	\$15,000.00	NM		
→ MG for 57.1,33.1,58.1,34.1  → MG for 57.1,33.1,58.1  → MG for 57.1,33.1,58.1  → MG for 57.1,33.1  → MG for 57.1,33.1  → MG for 57.1,33.1  → MG for 57.1  → MG for 57			4 10,000.00	7		
5 WISN 09/24/12-09/24/12 LATE NEWS AFTER PACI	KELATE NEWS AFT	TEM: :30	\$2,000.00	NM		
⊕ MG for 57.1,33.1,58.1,34.1	A					
Week: 10/01/12 10/07/12 1 1	\$5,500.00					_
35 WISN 09/24/12 09/24/12 PACKERS GAME Start Date End Date Weekdays Spots/Week	PACKERS GAME Rate	:30		NM	1	\$15,000.00
Start DateEnd DateWeekdaysSpots/WeekWeek: 09/24/1209/30/1211	\$15,000.00					
36 WISN 09/15/12 09/15/12 Late News Sa 10pm	10-1035p	:30		NM	1	\$450.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 09/10/12 09/16/121- 1	Rate 8450.00					
	\$450.00			4 15 4		
37 WISN 09/15/12 09/29/12 Entertainment Tonite Week Start Date End Date Weekdays Spots/Week	er⊑∓ vveekend <u>Rate</u>	:30		NM	3	\$450.00
Week: 09/10/12 09/16/121- 1	\$150.00					
Week: 09/17/12 09/23/121- 1	\$150.00					
Week: 09/24/12 09/30/121- 1	\$150.00					
38 WISN 09/15/12 09/29/12 College Football Game #2	230p-6p	:30		NM	3	\$3,600.00
Start Date End Date Weekdays Spots/Week	Rate					
Week: 09/10/12 09/16/121- 1	\$1,200.00					
Week: 09/17/12 09/23/121- 1 Week: 09/24/12 09/30/121- 1	\$1,200.00 \$1,200.00					
	·····			5 In 4		0.00.00
39 WISN 09/15/12 09/15/12 Sa 458-6a Start Date End Date Weekdays Spots/Week	456-6AM Rate	:30		NM	1	\$200.00
Week: 09/10/12 09/16/121- 1	\$200.00					
40 WISN 09/22/12 09/29/12 News Sa 6p-630p	6-630pm	:30		NM	2	\$1,400.00
Start Date	Rate	-			-	, ,
Week: 09/17/12 09/23/121- 1	\$700.00					
Week: 09/24/12 09/30/121- 1	\$700.00					
41 WISN 09/15/12 09/15/12 Sat GMA	6-7a	:30		NM	1	\$300.00

(\* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise, on contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Four weeks advance cancellation notice is required unless otherwise specified.



Contract / Revision	Alt Order #
943784 / 2	06278065
Product	Estimate #
DSCC-IE	1612
	943784 / 2 Product

Advertiser Original Date / Revision 09/17/12 / 09/17/12 Democratic Senatorial Ca

		Spots/			
*Line Ch Start Date End Date Description	Start/End Time	Days Length Week Rate	TypeSp	ots	Amount
Start Date         End Date         Weekdays         Spots/Week           Week: 09/10/12         09/16/12        1-         1	<u>Rate</u> \$300.00				
42 WISN 09/15/12 09/15/12 News Sa 6p-630p  Start Date	6-630pm <u>Rate</u> \$500.00	:30	NM	1	\$500.00
43 WISN 09/22/12 09/29/12 Sat 630-7p  Start Date End Date Weekdays Spots/Week  Week: 09/17/12 09/23/121- 1  Week: 09/24/12 09/30/121- 1	630-7p <u>Rate</u> \$500.00 \$500.00	:30	NM	2	\$1,000.00
44 WISN 09/15/12 09/15/12 ABC Prime College Footbal Start Date End Date Weekdays Spots/Week Week: 09/10/12 09/16/121- 1	7-1030p <u>Rate</u> \$1,100.00	:30	NM	1	\$1,100.00
45 WISN 09/29/12 09/29/12 Badgers FB <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 09/24/12 09/30/121- 1	7-1030p <u>Rate</u> \$8,500.00	:30	NM	1	\$8,500.00
46 WISN 09/16/12 09/16/12 Late News 10pm <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 09/10/12 09/16/121 1	10p-1030p <u>Rate</u> \$1,400.00	:30	NM	1	\$1,400.00
47 WISN 09/23/12 09/30/12 Late News SU 1030PM  Start Date End Date Weekdays Spots/Week  Week: 09/17/12 09/23/121 1  Week: 09/24/12 09/30/121 1	1030p-11p <u>Rate</u> \$950.00 \$950.00	:30	NM	2	\$1,900.00
48 WISN 09/23/12 09/30/12 Su 458-6a <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 09/17/12 09/23/121 1  Week: 09/24/12 09/30/121 1	458-6AM <u>Rate</u> \$200.00 \$200.00	:30	NM	2	\$400.00
49 WISN 09/16/12 09/16/12 News Sun 530pm  Start Date End Date Weekdays Spots/Week Week: 09/10/12 09/16/121 1	530-6p <u>Rate</u> \$400.00	:30	NM	1	\$400.00
50 WISN 09/23/12 09/30/12 News Sun 530pm  Start Date End Date Weekdays Spots/Week  Week: 09/17/12 09/23/121 1  Week: 09/24/12 09/30/121 1	530-6p <u>Rate</u> \$500.00 \$500.00	:30	NM	2	\$1,000.00
51 WISN 09/16/12 09/16/12 Sun GMA  Start Date End Date Weekdays Spots/Week Week: 09/10/12 09/16/121 1	6-7a <u>Rate</u> \$250.00	:30	NM	1	\$250.00
52 WISN 09/23/12 09/30/12 Sun GMA         Start Date       End Date       Weekdays       Spots/Week         Week: 09/17/12       09/23/12      1       1         Week: 09/24/12       09/30/12      1       1	6-7a <u>Rate</u> \$400.00 \$400.00	:30	NM	2	\$800.00
53 WISN 09/23/12 09/30/12 News Sun 7-9a         Start Date       End Date       Weekdays       Spots/Week         Week: 09/17/12       09/23/12      1       1         Week: 09/24/12       09/30/12      1       1	7-9am <u>Rate</u> \$500.00 \$500.00	:30	NM	2	\$1,000.00
54 WISN 09/23/12       09/30/12       This Week With George Ste         Start Date       End Date       Weekdays       Spots/Week         Week: 09/17/12       09/23/12      1       1         Week: 09/24/12       09/30/12      1       1	p930-1030am <u>Rate</u> \$1,000.00 \$1,000.00	:30	NM	2	\$2,000.00
55 WISN 09/16/12 09/16/12 This Week With George Ste	p930-1030am	:30	NM	1	\$650.00

(\* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station will not be bound by conditions, printed or otherwise, on contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Four weeks advance cancellation notice is required unless otherwise specified.

HearsI television inc, does not discriminate in the sale of advertising lime, and will accept no advertising which is placed with an intent to discriminate on the basis of race or ethnicity. Advertiser hereby represents and warrants that it is not purchasing broadcast air time under this advertising sales contract for a discriminatory purpose, including but not limited to decisions not to place advertising on particular stations on the basis of race or ethnicity.



	Contract / Revision 943784 / 2	Alt Order # 06278065
Contract Dates 09/11/12 - 10/01/12	Product DSCC-IE	Estimate #

Advertiser	Original Date / Revision
Democratic Senatorial Ca	09/17/12 / 09/17/12

*Line Ch Chart Data Fad Data Description	Start/Fad Time	Spots/	Tuno	Casta	A
*Line Ch Start Date End Date Description  Start Date End Date Weekdays Spots/W	Start/End Time eek Rate	Days Length Week Rate	туре	Spots	Amount
Week: 09/10/12	\$650.00				
56 WISN 09/27/12 09/27/12 LastResort  Start Date End Date Weekdays Spots/W Week: 09/24/12 09/30/121 1	Thu 7-8p <u>eek Rate</u> \$2,000.00	:30	NM	1	\$2,000.00
N 57 WISN 09/11/12 09/11/12 Trust  Start Date End Date Weekdays Spots/W Week: 09/10/12 09/16/12 -1 1	Tue 8-9p <u>eek Rate</u> \$1,800.00	:30	NM	0	\$0.00
<u>Spot Ch Date Range Description</u> 1 WISN 09/10/12-09/16/12 Trust  See MG 34.3,34.4,34.5	Start/End Time Tue 8-9p	Weekdays         Length         Rate           -Tu         :30         \$1,800.00	<u>Type</u> NM		
N 58 WISN 09/11/12 09/11/12 NYMed <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/W</u> Week: 09/10/12 09/16/12 -1 1	Tue 9- <b>1</b> 0p <u>eek</u> <u>Rate</u> \$1,800.00	:30	MM	0	\$0.00
Spot Ch Date Range Description  1 W/SN 09/10/12-09/16/12 NYMed  See MG 34.3,34.4,34.5	Start/End Time Tue 9-10p	Weekdays         Length         Rate           -Tu         :30         \$1,800.00	<u>Type</u> <i>NM</i>		
		Totals		145	\$154,900.00

Time Period	# of Spots	Gross Amount	Net Amount
08/27/12 -09/30/	12 144	\$149,400.00	\$126,990.00
10/01/12 -10/01/	12 1	\$5,500.00	\$4,675.00
Totals	145	\$154,900.00	\$131,665.00

Signature:	Date:
------------	-------

# CONTRACT



WISN TV 759 N. 19th Street Milwaukee, WI 53233 (414)342-8812

And:

Great American Media 3050 K St NW Washington, DC 20007

Contract / Revision Alt Order # 943784 06278065 Product DSCC-IE Contract Dates Estimate # 09/11/12 - 10/01/12 1612 Advertiser Original Date / Revision Democratic Senatorial Campaign Committee 09/21/12 / 09/21/12 Billing Cycle Billing Calendar Cash/Trade EOM/EOC Broadcast Cash Station Account Executive Sales Office WISN Will Hildebrandt HRP -Washingto Special Handling Demographic Adults 35+ IDB# Advertiser Code Product Code 8091 49 53 Agency Ref Advertiser Ref

*Line Ch Start Date End Date Description	start/End Time	Spots Days Length Week		eSpots	Amount
1 WISN 09/18/12 09/28/12 GOOD AFTERNOON AMERI1 <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 09/17/12 09/23/12wTF 1	P-2P LTC 9/07 <u>Rate</u> \$300.00	:30	NIV		\$600.00
	Start/End Time W-F 2-3P	Weekdays Length MTuwThF :30	<u>Rate</u> <u>Type</u> \$300.00 NN	<b>"</b>	
4 WISN 09/11/12-09/17/12 KATIE COURIC   ⊕ See MG 1,5,1.6	M-F 2-3P	MTuWThF :30	\$300.00 NM	' <u> </u>	
5 WISN 09/18/12-09/28/12 KATIE COURIC № MG for 1.3,1.4	M-F 2-3P	MTuWThF :30	\$300.00 NM	i	
7 WISN 09/17/12-09/23/12 GOOD AFTERNOON AMERIC Credited		wThF :30	\$300.00 NM	' <u> </u>	
- · · · · · · · · · · · · · · · · · · ·	\$300.00 Start/End Time M-F 2-3P	Weekdays Length MTuWThF :30	<u>Rate</u> <u>Type</u> \$300.00 NM	- 1	
8 WISN 09/24/12-09/30/12 GOOD AFTERNOON AMERIA Credited	1P-2P LTC 9/07	WThF :30	\$300.00 NM		
2 WISN 09/18/12 09/30/12 General Hospital 2- <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 09/17/12 09/23/12wTF 1 Week: 09/24/12 09/30/12 MTwTF 1	3pm/1-2p <u>Rate</u> \$350.00 \$350.00	:30	NM	2	\$700.00
Start Date End Date Weekdays Spots/Week	0-1030p <u>Rate</u> \$1,400.00	:30	NM	2	\$2,800.00
Start DateEnd DateWeekdaysSpots/WeekWeek: 09/17/1209/23/12-TWTF2	0-1030p <u>Rate</u> \$1,600.00	:30	NM	2	\$3,200.00
2 WISN 09/17/12-09/23/12 Late News 10PM 1 See MG 5.4,5.5	Start/End Time /0-1030p	Weekdays Length -TuWThF :30	<u>Rate</u> <u>Type</u> \$1,600.00 NM	-	
5 WISN 09/17/12-09/23/12 Late News 10PM 1 See MG 5.4,5.5	0-1030p	-TuwThF :30	\$1,600.00 NM		

(\* Line Transactions: N = New, E = Edited, D = Deleted)

Notwilhstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise, on contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Four weeks advance cancellation notice is required unless otherwise specified.



Alt Order# Contract / Revision 06278065 943784 Contract Dates Product Estimate #

09/11/12 - 10/01/12 DSCC-IE 1612

Advertiser Original Date / Revision 09/21/12 / 09/21/12 Democratic Senatorial Ca

*Line Ch Start Date End Date Description	Start/End Time	Spo Days Length We		Type Spots	Amount
Start Date End Date Weekdays Spots/Week Week: 09/24/12 09/30/12 MTWTF 2	<u>Rate</u> \$1,600.00		· · · · · · · · · · · · · · · · · · ·		
N 5 WISN 09/18/12 09/28/12 The View Start Date End Date Weekdays Spots/Week	10-11am <u>Rate</u>	:30		NM 3	\$12,550.00
Week: 09/17/12 09/23/12 -TWTF 1 <u>Spot Ch Date Range Description</u> 3 W/SN 09/17/12-09/23/12 The View	\$500.00 Start/End Time 10-11am	Weekdays Length -TuWThF :30	<u>Rate</u> \$500.00	<u>Type</u> NM	
See MG 5.4,5.5 4 WISN 09/24/12-09/24/12 PACKERS POST-GAME MG for 4.2,12.2,19.1,4.5,24.1,8.1,24.5,28.2,29.10,28.1,2	PACKERS POS <sup>1</sup> 29.9,5,3	T-(M: :30	\$6,050.00	NM	
5 WISN 09/25/12-09/25/12 DanceResults  (b) MG for 4.2,12.2,19.1,4.5,24.1,8.1,24.5,28.2,29.10,28.1,2  Week: 09/24/12 09/30/12 MTWTF 1	Prime Other	-Tu: :30	\$6,000.00	NM	
6 WISN 09/12/12 09/14/12 The View  Start Date End Date Weekdays Spots/Week  Week: 09/10/12 09/16/12WTF 2	10 <b>-1</b> 1am <u>Rate</u> \$700.00	:30		NM 2	\$1,400.00
7 WISN 09/12/12 09/14/12 Late News 1030PM  Start Date	1030p-11p <u>Rate</u> \$850.00	:30		NM 1	\$850.00
N 8 WISN 09/18/12 09/28/12 Late News 1030PM <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 09/17/12 09/23/12 -TWTF 1	1030p-11p <u>Rate</u> \$950.00	:30		NM 1	\$950.00
<u>Spot Ch Date Range Description</u> 1 WISN 09/17/12-09/23/12 Late News 1030PM See MG 5.4,5.5	Start/End Time 1030p-11p	Weekdays Length -TuWThF :30	<u>Rate</u> <del>\$950.00</del>	Type NM	
Week: 09/24/12 09/30/12 MTWTF 1	\$950.00				
9 WISN 09/12/12 09/14/12 Nightline  Start Date End Date Weekdays Spots/Week  Week: 09/10/12 09/16/12WTF 1	11p-1130p <u>Rate</u> \$400.00	:30		NM 1	\$400.00
10 WISN 09/18/12 09/29/12 Nightline  Start Date End Date Weekdays Spots/Week  Week: 09/17/12 09/23/12 -TWTF 1  Week: 09/24/12 09/30/12 MTWTF 1	11p-1130p <u>Rate</u> \$750.00 \$750.00	:30		NM 2	\$1,500.00
11 WISN 09/12/12 09/14/12 ANDERSON COOPER  Start Date	M-F 11A-12P <u>Rate</u> \$200.00	:30		NM 2	\$400.00
N 12 WISN 09/18/12 09/28/12 THE CHEW  Start Date	12P-1P <u>Rate</u> \$300.00	:30		NM 3	\$900.00
Spot Ch Date Range Description 2 W/SN 09/17/12-09/23/12 THE CHEW See MG 5.4,5.5	Start/End Time 12P-1P	Weekdays Length -TuwThF :30	<u>Rate</u> \$300.00	<u>Type</u> <i>NM</i>	
Week: 09/24/12 09/30/12 MTWTF 2	\$300.00		·		
13 WISN 09/12/12 09/14/12 General Hospital  Start Date	2-3pm/1-2p <u>Rate</u> \$350.00	:30		NM 2	\$700.00
14 WISN 09/18/12       09/28/12       KATIE COURIC         Start Date       End Date       Weekdays       Spots/Week         Week: 09/17/12       09/23/12       -TWTF       2	M-F 2-3P <u>Rate</u> \$500.00	:30		NM 4	\$2,000.00

(\* Line Transactions: N = New, E = Edited, D = Deleted)

Notwilhstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise, on contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Four weeks advance cancellation notice is required unless otherwise specified.



Contract / Revision Alt Order # 943784 06278065 / 3 Contract Dates Product Estimate # 09/11/12 - 10/01/12 DSCC-IE 1612

<u>Advertiser</u> Original Date / Revision 09/21/12 / 09/21/12 Democratic Senatorial Ca

*Line Ch Start	Date End D	ate Description	n	Start/End Time	Days	Spot Length Wee		Type S	inots	Amount
Start Date Week: 09/24/12	End Date	Weekdays	Spots/Week	Rate	<b>,</b> _			.,,,,,,	P 4.4	, arroan
15 WISN 09/12	09/30/12 /12 09/28/1	MTWTF 12 3-4p	2	\$500.00 3-4p		:30		- NM	6	#2 000 00
Start Date	End Date	Weekdays	Spots/Week	Rate		.30		INIVI	6	\$3,000.00
Week: 09/10/12 Week: 09/17/12	09/16/12 09/23/12	~-WTF	2	\$500.00 \$500.00						
Week: 09/24/12	09/30/12	MTWTF MTWTF	2 2	\$500.00 \$500.00						
16 WISN 09/12		12 DR. OZ		4P-5P		:30		NM	2	\$1,000.00
Start Date Week: 09/10/12	End Date 09/16/12	<u>Weekdays</u> WTF	Spots/Week 2	<u>Rate</u> \$500.00						, ,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,
17 WISN 09/18				4P-5P		:30		NM	4	\$3.400.00
Start Date	End Date	<u>Weekdays</u>	Spots/Week	Rate		.50		INIVE	-4	\$2,400.00
Week: 09/17/12 Week: 09/24/12	09/23/12 09/30/12	-TWTF MTWTF	2 2	\$600.00 \$600.00						
18 WISN 09/12				430-5a		:30		- NM	•	#000000
Start Date	End Date	Weekdays	Spots/Week	Rate		.30		ININ	3	\$300.00
Week: 09/10/12 Week: 09/17/12	09/16/12	WTF	1	\$100.00						
Week: 09/24/12	09/23/12 09/30/12	MTWTF MTWTF	1	\$100.00 \$100.00						
N 19 WISN 09/18			þ	5-530pm		:30		NM	3	\$3,000.00
Start Date Week; 09/17/12	End Date 09/23/12	<u>Weekdays</u> -TWTF	Spots/Week	Rate					Ū	Ψ0,000.00
	ate Range	Description	2	\$1,000.00 Start/End Time	Weekday	<u>/s</u> Length	<u>Rate</u>	<u>Type</u>		
1 W/SN 09	/17/12-09/23/		5р	5-530pm	-TuWTh		\$1,000.00	NM		
See MG 5. Week: 09/24/12	. <i>4</i> ,5. <i>5</i> 09/30/12	MTWTF	2	\$1,000.00						
20 WISN 09/12			• _	5-530pm		:30		NM	2	\$1,400.00
<u>Start Date</u> Week: 09/10/12	<u>End Date</u> 09/16/12	<u>Weekdays</u> WTF	Spots/Week 2	<u>Rate</u> \$700.00						
21 WISN 09/12	/12 09/14/1	2 News M-F 5	a	5-6A		:30		NM	2	\$500.00
<u>Start Date</u> Week; 09/10/12	End Date 09/16/12	Weekdays	Spots/Week	Rate					_	4000.00
22 WISN 09/18	***************************************	WTF 2 News M-F 5	2	\$250.00 5-6A						
Start Date	End Date	Weekdays	Spots/Week	Rate		:30		NM	4	\$1,400.00
Week: 09/17/12	09/23/12	-TWTF	2	\$350.00						
Week: 09/24/12 23 WISN 09/12	09/30/12	MTWTF	2	\$350.00						
Start Date	/12 09/14/1 End_Date	2 News M-F 6 Weekdays	p Spots/Week	6-630pm Rate		:30		NM	3	\$3,000.00
Week: 09/10/12	09/16/12	WTF	3	\$1,000.00						
N 24 WISN 09/18/				6-630pm	•	:30		NM	2	\$2,400.00
<u>Start Date</u> Week; 09/17/12	09/23/12	<u>Weekdays</u> -TWTF	Spots/Week 2	<u>Rate</u> \$1,200.00						
	ite Range	<u>Description</u>		Start/End Time	Weekda		Rate	Type		
1 W/SN 09. See MG 5.		12 News M-F	6 <i>p</i>	6-630 <i>pm</i>	-TuWTh	:30	\$1,200.00	NM		
		12 News M-F	ôρ	6-630pm	-TuWTh	:30	<del>\$1,200.00</del>	NM		
See MG 5.	4,5.5		•				.,	, ,,,,,		
Week: 09/24/12	09/30/12	MTWTF	2	\$1,200.00						
25 WISN 09/18/	112 09/28/1	2 News M-F 6	а	6-7A		:30		NM	6	\$6,000.00

(\* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise, on contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Four weeks advance cancellation notice is required unless otherwise specified.

1612



Contract / Revision Alt Order # 943784 06278065 1 Contract Dates Product Estimate #

Advertiser Original Date / Revision 09/21/12 / 09/21/12 Democratic Senatorial Ca

DSCC-IE

09/11/12 - 10/01/12

*Line Ch Start Date End Date Description	Start/End Time	Spots/	Tuna Chata	A
Start Date End Date Weekdays Spots/Week	Rate	Days Length Week Rate	Type Spots	Amount
Week: 09/17/12 09/23/12 -TwTF 3	\$1,000.00			
Week: 09/24/12 09/30/12 MTWTF 3	\$1,000.00			
26 WISN 09/12/12 09/14/12 News M-F 6a	6-7A	:30	NM 3	\$2,550.00
Start Date         End Date         Weekdays         Spots/Week           Week: 09/10/12         09/16/12        wtf         3	<u>Rate</u> \$850.00			
27 WISN 09/12/12 09/14/12 Entertainment Tonight	630p-7pm	:30	NM 2	\$1,500.00
Start DateEnd DateWeekdaysSpots/WeekWeek: 09/10/1209/16/12wtf2	<u>Rate</u> \$7 <i>5</i> 0.00			
N 28 WISN 09/18/12 09/28/12 Entertainment Tonight	630p-7pm	:30	NM 2	\$1,700.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 09/17/12 09/23/12 -TWTF 2	<u>Rate</u> \$8 <i>5</i> 0.00		İ	
Spot Ch Date Range Description	Start/End Time	Weekdays Length Rate	<u>Туре</u>	
1 WISN 09/17/12-09/23/12 Entertainment Tonight	630p-7pm	-TuWThF :30 \$850.00	NM	
See MG 5.4,5.5				
2 W/SN 09/17/12-09/23/12 Entertainment Tonight	630p-7pm	-TuwThF :30 \$850.00	NM	
See MG 5.4,5.5 Week: 09/24/12 09/30/12 MTWTF 2	\$850.00			
N 29 WISN 09/12/12 09/28/12 Good Morning America	7-9a	:30	NM 16	\$16,000.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 09/10/12 09/16/12WTF 6	Rate			
Week: 09/10/12 09/16/12WTF 6 Week: 09/17/12 09/23/12 MTWTF 6	\$1,000.00 \$1,000.00			
Spot Ch Date Range Description	Start/End Time	Weekdays Length Rate	Түре	
9 W/SN 09/17/12-09/23/12 Good Morning America	7-9a	MTuWThF :30 \$1,000.00	NM	
See MG 5.4,5.5		•		
10 W/SN 09/17/12-09/23/12 Good Morning America	7-9a	MTuWThF :30 \$ <del>1,000.00</del>	NM	
See <i>MG 5.4,5.5</i> Week: 09/24/12 09/30/12 MTWTF 6	\$1,000.00			
30 WISN 09/18/12 09/28/12 LIVE WITH KELLY!	9-10am	:30	NM 4	\$1,800.00
Start Date         End Date         Weekdays         Spots/Week           Week: 09/17/12         09/23/12         -TwTF         2	Rate			
Week: 09/17/12 09/23/12 -TWTF 2 Week: 09/24/12 09/30/12 MTWTF 2	\$450.00 \$450.00			
31 WISN 09/12/12 09/14/12 LIVE WITH KELLY!	9-10am	.00		
Start Date End Date Weekdays Spots/Week	Rate	:30	NM 2	\$1,400.00
Week: 09/10/12 09/16/12WTF 2	\$700.00			
32 WISN 09/21/12 09/28/12 2020	Fri 9-10p	:30	NM 2	\$6,000.00
Start Date End Date Weekdays Spots/Week	<u>Rate</u>			40,000.00
Week: 09/17/12 09/23/121 1	\$3,000.00			
Week: 09/24/12 09/30/121 1	\$3,000.00			
33 WISN 09/17/12 09/17/12 BachPad Start Date End Date Weekdays Spots/Week	Prime Other	:30	NM 0	\$0.00
Week: 09/17/12	<u>Rate</u> \$2,500.00			
Spot Ch Date Range Description	Start/End Time	Weekdays Length Rate	<u>Type</u>	
1 W/SN 09/17/12-09/23/12 BachPad	Prime Other	M :30 \$2,500.00	NM	
See MG 34.3,34.4,34.5				
now CMA Music Fest				
E 34 WISN 09/24/12 10/01/12 Dancing Start Date End Date Weekdays Spots/Week	Prime Other Rate	:30	NM 4	\$26,300.00
Week: 09/24/12 09/30/12 1 1	\$5,500.00		ļ	

(\* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise, on contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Four weeks advance cancellation notice is required unless otherwise specified.

Print Date 09/21/12

Page 5 of 9



WISN TV 759 N. 19th Street Milwaukee, WI 53233 (414)342-8812

Contract / Revision Alt Order # 943784 06278065 Contract Dates Product Estimate #

DSCC-IE 09/11/12 - 10/01/12 1612

Advertiser Original Date / Revision 09/21/12 / 09/21/12 Democratic Senatorial Ca

*Line Ch Start Date End Date Description	Start/End Time Days Length V	Spots/ Week Rate	Type Spots	Amount
Start Date End Date Weekdays Spots/Week	Rate	WCCK Italo	1 ype opers	Amount
Spot Ch Date Range Description	Start/End Time Weekdays Leng	<u>ıth Rate</u>	Type	
1 WISN 09/24/12-09/30/12 Dancing		30 \$ <del>5,500.00</del>	NM	
See MG 34.3,34.4,34.5		,	Ì	
3 WISN 09/24/12-09/24/12 PACKERS PRE-GAME	PACKERS PRE-GM::	30 \$3,800.00	NM	
(h) MG for 57.1,33.1,58.1,34.1				
4 WISN 09/24/12-09/24/12 PACKERS GAME	PACKERS GAME M:	30 \$15,000.00	NM	
MG for 57.1,33.1,58.1,34.1 5 WISN 09/24/12-09/24/12 LATE NEWS AFTER PACE	KELATE NEWS AFTEM:	30 \$ <del>2,000.00</del>	NM	
® See MG 34.6	CELATE NEWS AFTEN	30 <del>02,000.00</del>	IVIVI	
6 WISN 09/24/12-09/24/12 LN After Packers Game	M:	30 \$2,000.00	NM	
MG for 34.5 09/24		,=,	1	
Week: 10/01/12 10/07/12 1 1	\$5,500.00			
35 WISN 09/24/12 09/24/12 PACKERS GAME	PACKERS GAME :30		NM 1	\$15,000.00
Start Date End Date Weekdays Spots/Week	<u>Rate</u>			. ,
Week: 09/24/12 09/30/12 1 1	\$15,000.00			
36 WISN 09/15/12 09/15/12 Late News Sa 10pm	10-1035p :30		NM 1	\$450.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 09/10/12 09/16/121- 1	Rate			
Water I	\$450.00			
37 WISN 09/15/12 09/29/12 Entertainment Tonite Week			NM 3	\$450.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 09/10/12 09/16/121- 1	<u>Rate</u> \$150.00			
Week: 09/17/12 09/23/121- 1	\$150.00			
Week: 09/24/12 09/30/121- 1	\$150.00		ļ	
38 WISN 09/15/12 09/29/12 College Football Game #2	230p-6p :30		NM 3	\$3,600.00
Start Date End Date Weekdays Spots/Week	Rate			Ψ0,000.00
Week: 09/10/12 09/16/121 1	\$1,200.00			
Week: 09/17/12 09/23/121 1	\$1,200.00			
Week: 09/24/12 09/30/121- 1	\$1,200.00			
39 WISN 09/15/12 09/15/12 Sa 458-6a	456-6AM :30		NM 1	\$200.00
Start Date End Date Weekdays Spots/Week Week: 09/10/12 09/16/121- 1	Rate			
	\$200.00			
40 WISN 09/22/12 09/29/12 News Sa 6p-630p	6-630pm :30		NM 2	\$1,400.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 09/17/12 09/23/121- 1	<u>Rate</u> \$700.00			
Week: 09/24/12 09/30/121- 1	\$700.00			
41 WISN 09/15/12 09/15/12 Sat GMA	6-7a :30		NM 1	#200 00
Start Date End Date Weekdays Spots/Week	Rate		NM 1	\$300.00
Week: 09/10/12 09/16/121- 1	\$300.00			
42 WISN 09/15/12 09/15/12 News Sa 6p-630p	6-630pm :30		NM 1	\$500.00
Start Date	Rate			4000.00
Week: 09/10/12 09/16/121- 1	\$500.00			
43 WISN 09/22/12 09/29/12 Sat 630-7p	630-7p :30		NM 2	\$1,000.00
Start Date	Rate			
Week: 09/17/12	\$500.00 \$500.00			
	\$500.00			
44 WISN 09/15/12 09/15/12 ABC Prime College Footbal			NM 1	\$1,100.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 09/10/12 09/16/121- 1	<u>Rate</u> \$1,100.00			
	÷ 1, 100.00		I	

(\* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station line amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise, on contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Four weeks advance cancellation notice is required unless otherwise specified.



Contract / Revision Alt Order # 943784 / 3 06278065 Contract Dates Product Estimate # 09/11/12 - 10/01/12 DSCC-IE 1612

Advertiser Original Date / Revision 09/21/12 / 09/21/12 Democratic Senatorial Ca

*Line Ch Start Date End Date Description	Start/End Time	Spots/ Days Length Week Rate	Type Spots	Amount
Start Date End Date Weekdays Spots/Week	Rate			
45 WISN 09/29/12 09/29/12 Badgers FB	7-1030p	:30	NM 1	\$8,500.00
Start Date End Date Weekdays Spots/Week	<u>Rate</u>			49,000.00
Week: 09/24/12 09/30/121- 1	\$8,500.00			
46 WISN 09/16/12 09/16/12 Late News 10pm	10p-1030p	:30	NM 1	\$1,400.00
Start Date         End Date         Weekdays         Spots/Week           Week: 09/10/12         09/16/12        1         1	<u>Rate</u> \$1,400.00			
47 WISN 09/23/12 09/30/12 Late News SU 1030PM	1030p-11p	:30	NIM C	<b>#4</b> 000 00
Start Date End Date Weekdays Spots/Week	Rate	.30	NM 2	\$1,900.00
Week: 09/17/12 09/23/121 1	\$950.00			
Week: 09/24/12 09/30/121 1	\$950.00			
48 WISN 09/23/12 09/30/12 Su 458-6a	458-6AM	:30	NM 2	\$400.00
Start Date End Date Weekdays Spots/Week	<u>Rate</u>			4 .0 0,00
Week: 09/17/12 09/23/121 1	\$200.00			
Week: 09/24/12 09/30/121 1	\$200.00			
49 WISN 09/16/12 09/16/12 News Sun 530pm	530-6p_	:30	NM 1	\$400.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 09/10/12 09/16/121 1	<u>Rate</u> \$400.00			
50 WISN 09/23/12 09/30/12 News Sun 530pm Start Date End Date Weekdays Spots/Week	530-6p	:30	NM 2	\$1,000.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 09/17/12 09/23/121 1	<u>Rate</u> \$500.00			
Week: 09/24/12 09/30/121 1	\$500.00			
51 WISN 09/16/12 09/16/12 Sun GMA	6-7a	:30	NM 1	#0.F0.00
Start Date End Date Weekdays Spots/Week	Rate	.50	NM 1	\$250.00
Week: 09/10/12 09/16/121 1	\$250.00			
52 WISN 09/23/12 09/30/12 Sun GMA	6-7a	:30	NM 2	\$800.00
Start Date End Date Weekdays Spots/Week	<u>Rate</u>		````	4000.00
Week: 09/17/12 09/23/121 1	\$400.00			
Week: 09/24/12 09/30/121 1	\$400.00			
53 WISN 09/23/12 09/30/12 News Sun 7-9a	7-9am	:30	NM 2	\$1,000.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 09/17/12 09/23/121 1	Rate			
Week: 09/17/12 09/23/121 1 Week: 09/24/12 09/30/121 1	\$500.00 \$500.00			
	*			
54 WISN 09/23/12 09/30/12 This Week With George Ste Start Date End Date Weekdays Spots/Week	•	:30	NM 2	\$2,000.00
Week: 09/17/12 09/23/121 1	<u>Rate</u> \$1,000.00			
Week: 09/24/12 09/30/121 1	\$1,000.00			
55 WISN 09/16/12 09/16/12 This Week With George Ste	n930-1030am	:30	NM 1	\$650.00
Start Date End Date Weekdays Spots/Week	Rate	.00	1400	\$650.00
Week: 09/10/12 09/16/121 1	\$650.00			
56 WISN 09/27/12 09/27/12 LastResort	Thu 7-8p	:30	NM 1	\$2,000.00
Start Date End Date Weekdays Spots/Week	<u>Rate</u>			¥= 000.00
Week: 09/24/12 09/30/121 1	\$2,000.00			
57 WISN 09/11/12 09/11/12 Trust	Tue 8-9p	:30	NM (	\$0.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 09/10/12 09/16/12 -1 1	Rate			
Spot Ch Date Range Description	\$1,800.00 Start/End Time	Mookdown Learth Dist		
1 WISN 09/10/12-09/16/12 Trust	Start/End Time Tue 8-9p	<u>Weekdays</u> <u>Length</u> <u>Rate</u> -Tu :30 \$1,800.00	Type	
See MG 34.3,34.4,34.5	14C 0-3p	ου <del>φητου.ου</del>	NM	

<sup>(\*</sup> Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station will not be bound by conditions, printed or otherwise, on contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Four weeks advance cancellation notice is required unless otherwise

specified.

Hearst television inc, does not discriminate in the sale of advertising time, and will accept no advertising which is placed with an intent to discriminate on the basis of race or ethnicity. Advertiser hereby represents and warrants that it is not purchasing broadcast air time under this advertising sales contract for a discriminatory purpose, including but not limited to decisions not to place advertising on particular stations on the basis of race or ethnicity.



Advarticar	16	icinal Data / Davisian	
09/11/12 - 10/01/12	DSCC-IE	1612	
Contract Dates	Product	Estimate #	
	943784 / 3	06278065	
	Contract / Revision	Alt Order #	

Advertiser <u> Driginal Date / Revision</u> 09/21/12 / 09/21/12 Democratic Senatorial Ca

		Spots/			
*Line Ch Start Date End Date Description	Start/End Time	Days Length Week	Rate	Type Spots	Amount
58 WISN 09/11/12 09/11/12 NYMed  Start Date End Date Weekdays Spots/Week  Week: 09/10/12 09/16/12 -1 1  Spot Ch Date Range Description  1 WISN 09/10/12-09/16/12 NYMed  See MG 34.3,34.4,34.5	Tue 9-10p Rate \$1,800.00 Start/End Time Tue 9-10p	:30 <u>Weekdays Length</u> -Tu :30 \$	<u>Rate</u> \$1,800.00	NM 0  Type  NM	\$0.00
		Tota	ls	135	\$154,900.00

Time Period	# of Spots	Gross Amount	Net Amount
08/27/12 -09/30/12	134	\$149,400.00	\$126,990.00
10/01/12 -10/01/12	. 1	\$5,500.00	\$4,675.00
Totals	135	\$154,900.00	\$131,665.00

Signature:	Date:	

## CONTRACT



WISN TV 759 N. 19th Street Milwaukee, WI 53233 (414)342-8812

And:

Great American Media 3050 K St NW Washington, DC 20007

	Contract / Revision		Alt Order #		
	943784	/ 4		0627806 <i>5</i>	
Product					
SCC-IE					
Contract Dates	Estimate #				
09/11/12 - 10/01/12	1612				
Advertiser			<u>Oric</u>	ginal Date /	Revision
Democratic Senatorial Ca	mpaign Com	mittee	09	9/27/12	/ 09/27/12
	Billing Cycle	Billing	Cale	ndar	Cash/Trade
	EOM/EOC	Broado	cast		Cash
	<u>Station</u>	Account Executive		<u>recutive</u>	Sales Office
	WISN	Will Hi	ldebi	randt	HRP -Washingto
	Special Handl	ling			
	Demographic				
	Adults 35+				
	IDB#	Advert	iser	Code	Product Code
	8091	49			53
	Agency Ref	• • • • • • • • • • • • • • • • • • • •		<u>Advertiser</u>	Ref
	1				

Snots/

		Spots/			
*Line Ch Start Date End Date Description	Start/End Time	Days Length Week	Rate Typ	e Spots	Amount
1 WISN 09/18/12 09/28/12 GOOD AFTERNOON AME	RI1P-2P LTC 9/07	:30	N	1 2	\$600.00
Start Date End Date Weekdays Spots/Week	<u>Rate</u>			1	
Week: 09/17/12 09/23/12wTF 1	\$300.00			1	
Spot Ch Date Range Description	Start/End Time	Weekdays Length	<u>Rate</u> <u>Typ</u>		
3 W/SN 09/11/12-09/17/12 KATIE COURIC	M-F 2-3P	MTuWThF :30	\$300.00 Ni	1	
⊕ See MG 1.5,1.6					
4 W/SN 09/11/12-09/17/12 KATIE COURIC	M-F 2-3P	MTuWThF :30	\$300.00 NI	1	
⊕ See MG 1.5, 1.6				.1	
5 WISN 09/18/12-09/28/12 KATIE COURIC	M-F 2-3P	MTuWThF :30	\$300.00 N	<i>1</i>	
(f) MG for 1.3,1.4					
7 W/SN 09/17/12-09/23/12 GOOD AFTERNOON AME	R/1P-2P LTC 9/07	WThF :30	\$300.00 Ni	<sup>4</sup>	
Credited	P000 00				
Week: 09/24/12 09/30/12WTF 1	\$300.00	Mantala Lands	Deta Tur	_[	
Spot Ch Date Range Description 6 WISN 09/18/12-09/28/12 KATIE COURIC	Start/End Time	Weekdays Length	Rate Typ	-1	
	M-F 2-3P	MTuWThF :30	\$300.00 NI	<sup>/1</sup>	
MG for 1.3,1.4 8 W/SN 09/24/12-09/30/12 GOOD AFTERNOON AME	ED140 20 LTC 0/07	WThF :30	\$300.00 Ni	ار	
Credited	TRI IF-2F L I C 9/07	wille30	<del>\$300:00</del> 141	" <b>I</b>	
2 WISN 09/18/12 09/30/12 General Hospital	2-3pm/1-2p	:30	N	Λ 2	\$700.00
Start Date End Date Weekdays Spots/Week Week: 09/17/12 09/23/12WTF 1	<u>Rate</u> \$350.00				
Week: 09/17/12 09/25/12	\$350.00 \$350.00				
				4	
3 WISN 09/12/12 09/14/12 Late News 10PM	10-1030p	:30	NI	Л 2	\$2,800.00
Start Date End Date Weekdays Spots/Week	Rate				
Week: 09/10/12 09/16/12wTF 2	\$1,400.00			_	
N 4 WISN 09/18/12 09/28/12 Late News 10PM	10-1030p	:30	N	И 3	\$3,200.00
Start Date End Date Weekdays Spots/Week	Rate				
Week: 09/17/12 09/23/12 -TWTF 2	\$1,600.00				
Spot Ch Date Range Description	Start/End Time	Weekdays Length	Rate Tyr	_	
2 W/SN 09/17/12-09/23/12 Late News 10PM	10-1030p	-TuWThF :30 ?	\$ <del>1,600.00</del> N	И	
See MG 5.4,5.5	40.4000		********		
5 W/SN 09/17/12-09/23/12 Late News 10PM	10-1030p	-TuWThF :30 ?	\$ <del>1,600.00</del> N	w l	
See <i>MG 5.4,5.5</i>				I	

(\* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise, on contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Four weeks advance cancellation notice is required unless otherwise specified.



Contract / Revision Alt Order# 943784 06278065 **Contract Dates** Product Estimate # 09/11/12 - 10/01/12 DSCC-IE 1612

Advertiser Original Date / Revision 09/27/12 / 09/27/12 Democratic Senatorial Ca

		Spots/			
*Line Ch Start Date End Date Description	Start/End Time	Days Length Week	Rate Type S	Spots	Amount
Start Date End Date Weekdays Spots/Week Week: 09/24/12 09/30/12 MTWTF 2	<u>Rate</u> \$1,600.00				
Spot Ch Date Range Description	Start/End Time	Weekdays Length	Rate Type		
1 W/SN 09/24/12-09/30/12 Late News 10PM	10-1030p	-	00:00 NM		
See MG 4.6,4.7,4.8	10.1000				
3 W/SN 09/24/12-09/30/12 Late News 10PM See MG 4.6,4.7,4.8	10-1030p	MTuWThF :30 \$ <del>1,6</del> 0	00.00 NM		
6 WISN 10/01/12-10/01/12 News M-F 5a	5-6A	M :30 \$1,00	00.00 NM		
₩ MG for 4.1,4.3					
7 WISN 10/01/12-10/01/12 News M-F 5p  → MG for 4.1.4.3	5-530pm	M :30 \$2,00	00.00 NM		
8 WISN 09/30/12-09/30/12 Upfront	11-1130p	St :30 \$20	00.00 NM		
MG for 4.1,4.3					
5 WISN 09/18/12 09/28/12 The View	10-11am	:30	NM	3	\$12,550.00
Start Date End Date Weekdays Spots/Week Week: 09/17/12 09/23/12 -TWTF 1	<u>Rate</u> \$500.00		i		
Spot Ch Date Range Description	Start/End Time	Weekdays Length	Rate Type		
3 W/SN 09/17/12-09/23/12 The View	10-11am		00-00 NM		
See MG 5.4,5.5 4 WISN 09/24/12-09/24/12 PACKERS POST-GAME	DACKEDS DOS	T-(M :30 \$6.0	50.00 NA		
(H) MG for 4.2,12.2,19.1,4.5,24.1,8.1,24.5,28.2,29.10,28.1,	· · · · · · · · · · · · · · · · · · ·	T-1M :30 \$6,0	50.00 NM		
LR - Football	·				
5 WISN 09/25/12-09/25/12 DanceResults	Prime Other	-Tu :30 \$6,0	00.00 NM		
MG for 4.2,12.2,19.1,4.5,24.1,8.1,24.5,28.2,29.10,28.1,3 Week: 09/24/12 09/30/12 MTWTF 1	29.9,5.3 \$500.00				
6 WISN 09/12/12 09/14/12 The View	10-11am	:30	NM	2	\$1,400.00
Start Date End Date Weekdays Spots/Week	Rate			_	71,100,00
Week: 09/10/12 09/16/12WTF 2	\$700.00				
7 WISN 09/12/12 09/14/12 Late News 1030PM Start Date End Date Weekdays Spots/Week	1030p-11p Rate	:30	NM	1	\$850.00
Week: 09/10/12 09/16/12WTF 1	\$850.00				
8 WISN 09/18/12 09/28/12 Late News 1030PM	1030p-11p	:30	NM	1	\$950.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week; 09/17/12 09/23/12 -TWTF 1	Rate				
Week: 09/17/12 09/23/12 -TWTF 1 Spot Ch Date Range Description	\$950.00 Start/End Time	Weekdays Length	Rate Type		
1 W/SN 09/17/12-09/23/12 Late News 1030PM	1030p-11p		50.00 NM		
See MG 5.4,5.5	2070.00				
Week: 09/24/12 09/30/12 MTWTF 1	\$950.00				
9 WISN 09/12/12 09/14/12 Nightline Start Date End Date Weekdays Spots/Week	11p-1130p Rate	:30	NM	1	\$400.00
Week: 09/10/12 09/16/12WTF 1	\$400.00				
10 WISN 09/18/12 09/29/12 Nightline	11p-1130p	:30	NM	2	\$1,500.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week; 09/17/12 09/23/12 -TWTF 1	Rate				
Week: 09/17/12 09/23/12 -TWTF 1 Week: 09/24/12 09/30/12 MTWTF 1	\$750.00 \$750.00				
11 WISN 09/12/12 09/14/12 ANDERSON COOPER	M-F 11A-12P	:30	NM	2	\$400.00
Start Date End Date Weekdays Spots/Week	Rate	.00	1.4141	4	₩400.00
Week: 09/10/12 09/16/12WTF 2	\$200.00				
12 WISN 09/18/12 09/28/12 THE CHEW	12P-1P	:30	NM	3	\$900.00
Start Date End Date Weekdays Spots/Week	<u>Rate</u>		1		

(\* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise, on contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Four weeks advance cancellation notice is required unless otherwise



Contract / Revision Alt Order# 943784 06278065 / 4 Contract Dates Product Estimate # 09/11/12 - 10/01/12 DSCC-IE 1612

<u>Advertiser</u> Original Date / Revision 09/27/12 / 09/27/12 Democratic Senatorial Ca

		Spots/		
*Line Ch Start Date End Date Description	Start/End Time	Days Length Week Rate	Type Spots	Amount
Start Date         End Date         Weekdays         Spots/Week           Week: 09/17/12         09/23/12         -TwTF         2	<u>Rate</u> \$300.00			
Spot Ch Date Range Description	Start/End Time	Weekdays Length Rate	<u>Туре</u>	
2 WISN 09/17/12-09/23/12 THE CHEW	12P-1P	-TuwThF :30 \$300.00	NM	
See MG 5.4,5.5 Week: 09/24/12 09/30/12 MTWTF 2	\$300.00			
13 WISN 09/12/12 09/14/12 General Hospital	2-3pm/1-2p	:30	NM 2	\$700.00
Start Date End Date Weekdays Spots/Week Week; 09/10/12 09/16/12wTF 2	<u>Rate</u> \$350.00			
14 WISN 09/18/12 09/28/12 KATIE COURIC	M-F 2-3P	:30	NM 4	\$2,000.00
Start Date End Date Weekdays Spots/Week	Rate	.00	7	Ψ2,000.00
Week: 09/17/12 09/23/12 -TWTF 2	\$500.00			
Week: 09/24/12 09/30/12 MTWTF 2	\$500.00			
15 WISN 09/12/12 09/28/12 3-4p Start Date End Date Weekdays <u>Spots/Week</u>	3-4p <u>Rate</u>	:30	NM 6	\$3,000.00
Week: 09/10/12	\$500.00			
Week: 09/17/12 09/23/12 MTWTF 2	\$500.00		İ	
Week: 09/24/12 09/30/12 MTWTF 2	\$500.00			
16 WISN 09/12/12 09/14/12 DR. OZ	4P-5P _	:30	NM 2	\$1,000.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 09/10/12 09/16/12wTF 2	<u>Rate</u> \$500,00		1	
17 WISN 09/18/12 09/28/12 DR, OZ	4P-5P	:30	NIA d	<b>60 400 00</b>
Start Date End Date Weekdays Spots/Week	Rate	.30	NM 4	\$2,400.00
Week: 09/17/12 09/23/12 -TWTF 2	\$600.00			
Week: 09/24/12 09/30/12 MTWTF 2	\$600.00			
18 WISN 09/12/12 09/28/12 News M-F 430a	430-5a	:30	NM 3	\$300.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 09/10/12	<u>Rate</u> \$100.00		1	
Week: 09/17/12 09/23/12 MTWTF 1	\$100.00			
Week: 09/24/12 09/30/12 MTWTF 1	\$100.00			
19 WISN 09/18/12 09/28/12 News M-F 5p	5-530pm	:30	NM 3	\$3,000.00
Start Date End Date Weekdays Spots/Week	Rate			
Week: 09/17/12 09/23/12 -TWTF 2 Spot Ch Date Range Description	\$1,000.00 Start/End Time	Modulary Longth Data	Tuna	
Spot Ch Date Range Description  1 WISN 09/17/12-09/23/12 News M-F 5p	5-530pm	Weekdays Length Rate -TuwThF :30 \$1.000.00	<u>Type</u> <i>NM</i>	
See MG 5.4,5.5	o ocopiii	.00 \$7,000.00	7.117	
Week: 09/24/12 09/30/12 MTWTF 2	\$1,000.00			
20 WISN 09/12/12 09/14/12 News M-F 5p	5-530pm	:30	NM 2	\$1,400.00
Start DateEnd DateWeekdaysSpots/WeekWeek: 09/10/1209/16/12wTF2	<u>Rate</u> \$700.00			
21 WISN 09/12/12 09/14/12 News M-F 5a	5-6A	:30	NM 2	\$500.00
Start Date End Date Weekdays Spots/Week	Rate	.00	· · · · · · · · · · · · · · · · · · ·	Ψ500.00
Week: 09/10/12 09/16/12WTF 2	\$250.00			
22 WISN 09/18/12 09/28/12 News M-F 5a	5-6A	:30	NM 4	\$1,400.00
Start Date End Date Weekdays Spots/Week Week: 09/17/12 09/23/12 -TWTF 2	<u>Rate</u> \$350.00		J	
Week: 09/24/12 09/30/12 MTWTF 2	\$350.00			
23 WISN 09/12/12 09/14/12 News M-F 6p	6-630pm	:30	NM 3	\$3,000.00
Start Date End Date Weekdays Spots/Week	Rate	.5.5		<b>\$0,000.00</b>

(\* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise, on contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Four weeks advance cancellation notice is required unless otherwise specified.



Contract / R	evisi	<u>on</u>	Alt Order #	
943784	1	4	06278065	
<b></b>				

Contract Dates Product Estimate # 09/11/12 - 10/01/12 DSCC-IE 1612

Original Date / Revision <u>Advertiser</u> 09/27/12 / 09/27/12 Democratic Senatorial Ca

*Line Ch Start Date End Date Description	Start/End Time	Spots/ Days Length Week Rate	Type Spot	· c	Amount
Start Date End Date Weekdays Spots/Week	Rate	Days Longin Work Rate	Турооро		7 titlodalic
Week: 09/10/12 09/16/12WTF 3	\$1,000.00	.00		^	PO 400 00
24 WISN 09/18/12 09/28/12 News M-F 6p Start Date End Date Weekdays Spots/Week	6-630pm Rate	:30	NM	2	\$2,400.00
Week: 09/17/12 09/23/12 -TwTF 2	\$1,200.00				
Spot Ch Date Range Description	Start/End Time	Weekdays Length Rate	<u>Type</u>		
1 WISN 09/17/12-09/23/12 News M-F 6p	6-630pm	-тиwThF :30 \$ <del>1,200.00</del>	NM		
See MG 5.4,5.5 5 WISN 09/17/12-09/23/12 News M-F 6p	6-630 <i>pm</i>	-TuwThF :30 \$ <del>1,200.00</del>	NM		
See MG 5.4,5.5 Week: 09/24/12 09/30/12 MTWTF 2	\$1,200.00				
25 WISN 09/18/12 09/28/12 News M-F 6a	6-7A	:30	NM	6	\$6,000.00
Start Date End Date Weekdays Spots/Week	<u>Rate</u>				
Week: 09/17/12	\$1,000.00 \$1,000.00				
26 WISN 09/12/12 09/14/12 News M-F 6a	6-7A	:30	NM	3	\$2, <i>55</i> 0.00
Start Date End Date Weekdays Spots/Week	Rate	.50	14141	3	Ψ2,550.00
Week; 09/10/12 09/16/12WTF 3	\$8 <i>5</i> 0.00				
27 WISN 09/12/12 09/14/12 Entertainment Tonight	630p-7pm	:30	NM	2	\$1,500.00
Start Date End Date Weekdays Spots/Week	Rate		1		
Week: 09/10/12 09/16/12WTF 2	\$750.00			_	
28 WISN 09/18/12 09/28/12 Entertainment Tonight	630p-7pm	:30	NM	2	\$1,700.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 09/17/12 09/23/12 -TwTF 2	<u>Rate</u> \$8 <i>5</i> 0.00				
Spot Ch Date Range Description	Start/End Time	Weekdays Length Rate	<u>Type</u>		
1 WISN 09/17/12-09/23/12 Entertainment Tonight	630 <i>p-7pm</i>	-TuWThF :30 \$850.00	NM		
See MG 5.4,5.5	000 - 7	Turks 20 6050.00			
2 WISN 09/17/12-09/23/12 Entertainment Tonight See MG 5.4.5.5	630p-7pm	-тиwThF :30 \$850:00	NM		
Week: 09/24/12 09/30/12 MTWTF 2	\$850.00				
29 WISN 09/12/12 09/28/12 Good Morning America	7-9a	:30	NM	16	\$16,000.00
Start Date End Date Weekdays Spots/Week	Rate		, , , , ,		* 10,000.00
Week: 09/10/12 09/16/12WTF 6	\$1,000.00				
Week: 09/17/12 09/23/12 MTWTF 6	\$1,000.00	Mandada a Langth Data	Tuna		
Spot Ch Date Range Description 9 WISN 09/17/12-09/23/12 Good Morning America	Start/End Time 7-9a	Weekdays Length Rate MTuwThF :30 \$1,000.00	<u>Type</u> NM		
See MG 5.4.5.5	7-34	.30 <del>\$1,000.30</del>	''''		
10 WISN 09/17/12-09/23/12 Good Morning America	7-9a	MTuWThF :30 \$1,000.00	NM		
See MG 5.4,5.5			ŀ		
Week: 09/24/12 09/30/12 MTWTF 6	\$1,000.00				
30 WISN 09/18/12 09/28/12 LIVE WITH KELLY!	9-10am	:30	NM	4	\$1,800.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week; 09/17/12 09/23/12 -TWTF 2	<u>Rate</u> \$4 <i>5</i> 0.00				
Week: 09/24/12 09/30/12 MTWTF 2	\$450.00				
31 WISN 09/12/12 09/14/12 LIVE WITH KELLY!	9-10am	:30	NM	2	\$1,400.00
Start Date End Date Weekdays Spots/Week	<u>Rate</u>				
Week: 09/10/12 09/16/12WTF 2	\$700.00				
32 WISN 09/21/12 09/28/12 2020	Fri 9-10p	:30	NM	2	\$6,000.00
Start Date         End Date         Weekdays         Spots/Week           Week: 09/17/12         09/23/12        1         1	<u>Rate</u> \$3,000.00				

(\* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise, on contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Four weeks advance cancellation notice is required unless otherwise specified.

 Contract Dates
 Product
 Estimate #

 09/11/12 - 10/01/12
 DSCC-IE
 1612

 Advertiser
 Original Date / Revision

 Democratic Senatorial Ca
 09/27/12 / 09/27/12

Start Date   End Date   Description   Start/End Time   Days   Length Week   Rate   Type Spots   Amount	*I 'm Ob Otad Data Find Data December	01-4/F1-T D-	Spots		un a Consta	A
Week: 0974/12   0973/12  1-	*Line Ch Start Date End Date Description		ys Length Week	Rate T	ype Spots	Amount
Start Date   End Date   Meekdays   StockWeek   Start Stock   Start End Time   Meekdays   Length   Rate   Type						
Spot Ch Date Range			:30	1	NM 0	\$0.00
Spot Ch						
See MG 34.3,34,34.5   Short			ekdavs Length	Rate T	voe	
Add   Miss   Dig/4/12   Dig/1/12						
3 MISN 09/24/12 09/30/12   Dancing   Meekdays   Spots/Week   Spots/W						
Start Date   End Date   Weekdays   Rate   SpotsWeek   Rate   SpotsWeek   Rate   SpotsWeek   Start/End Time   Start/End Time   Meekdays   Length   Rate   Type   Start/End Time   Meekdays   Start/En	W	D.1 All				***
Sept. CD   Date Range   Description   Start/End Time   Weekdays   Length   Rate   Type   Sept. CD   Date Range   Description   Dancing   Prime Other   M			:30		NM 4	\$26,300.00
See MG 34.3.34.3.45   See MG 34.3.34.3.45   See MG 34.3.34.3.45   See MG 34.3.34.3.45   See MG 34.3.34.3.45   See MG 34.3.34.3.45   See MG 34.3.34.3.45   See MG 34.3.34.3.45   See MG 34.3.34.3.45   See MG 34.3.46   See MG 34.5.85   See MG 34.5.85   See MG 34.6   See						
See MG 34, 3, 34, 4, 34, 5   3 WISN 09/24/12-09/24/12   PACKERS PRE-GAME   PACKERS PRE-GM	Spot Ch Date Range Description	Start/End Time We	ekdays <u>Length</u>	<u>Rate</u> <u>T</u>	ype	
3 WISN 09/24/12-09/24/12 PACKERS PRE-GAME PACKERS PRE-GAME	•	Prime Other M	:30	\$5,500.00	NM	
⊕ MG for 57.1,33.1,58.1,34.1 4 WISN 09/24/12-09/24/12 PACKERS GAME PACKERS GAME M- :30 \$15,000.00 NM ⊕ MG for 57.1,33.1,58.1,34.1 5 WISN 09/24/12-09/24/12 LATE NEWS AFTER PACKELATE NEWS AFTIM- :30 \$2,000.00 NM ⊕ See MG 34.6 6 WISN 09/24/12-09/24/12 LN After Packers Game M- :30 \$2,000.00 NM ⊕ MG for 34.5 09/24 LR - Football Week: 10/01/12 1 00/07/12 1 1 \$5,500.00  35 WISN 09/24/12 09/24/12 PACKERS GAME PACKERS GAME :30 NM 1 \$15,000.00  Start Date End Date Weekdays SpotsWeek Rate Week: 09/10/12 09/15/12 Late News Sa 10pm 10-1035p :30 NM 1 \$450.00  Start Date End Date Weekdays SpotsWeek Rate Week: 09/10/12 09/15/12 Entertainment Tonite WeekerET Weekend :30 NM 3 \$450.00  37 WISN 09/15/12 09/23/12 Entertainment Tonite WeekerET Weekend :30 NM 3 \$450.00  Start Date End Date Weekdays SpotsWeek Rate Week: 09/10/12 09/15/121 1 \$150.00  38 WISN 09/15/12 09/23/121 1 \$150.00  Week: 09/10/12 09/30/121 1 \$150.00  38 WISN 09/15/12 09/23/12 College Football Game #2 20p-6p :30 NM 3 \$3,600.00  Week: 09/10/12 09/16/121 1 \$1,200.00  Wee		PACKERS PRE-GM		\$3.800.00	NM	
## WISN 09/24/12-09/24/12 PACKERS GAME PACKERS GAME M		T NONLINOT INL-ON	.50	ψ0,000.00	1 4041	
See MG 34.6   See MG 34.6   See MG 34.6   See MG 34.5	4 WISN 09/24/12-09/24/12 PACKERS GAME	PACKERS GAME M	:30 \$	15,000.00	NM	
S WISN 09/24/12-09/24/12   LN After Packers Game   M	- · · · · · · · · · · · · · · · · · · ·	KELATE NEWS AFTEM	: :30	<del>\$2,000.00</del>	NM	
	•					
New   10/01/12   10/07/12   1   1   \$5,500.00	_	M	:30	\$2,000.00	NM	
Week: 10/01/12   10/07/12   1	•					
Start Date   End Date   G9/30/12   1   1   \$150.00	= · · · · · · · · · · · · · · · · · · ·	\$5,500.00				
Week: 09/24/12   09/30/12   1   1	35 WISN 09/24/12 09/24/12 PACKERS GAME	PACKERS GAME	:30		NM 1	\$15,000.00
36 WISN 09/15/12 09/15/12 Late News Sa 10pm						
Start Date   O9/16/12   O9/29/12   Entertainment Tonite WeekerET Weekend   30   NM   3   \$450.00			-00			0.150.00
Week:         09/10/12         09/15/12 <t< td=""><td>•</td><td>•</td><td>:30</td><td></td><td>MINI</td><td>\$450.00</td></t<>	•	•	:30		MINI	\$450.00
Start Date   End Date   Weekdays   Spots/Week   Rate   Spots/Week						
Week: 09/10/12       09/16/12      1-       1       \$150.00         Week: 09/17/12       09/23/12      1-       1       \$150.00         38 WISN 09/15/12       09/29/12       College Football Game #2       230p-6p       :30       NM       3       \$3,600.00         Start Date Week: 09/10/12       End Date 09/16/12       Weekdays Spots/Week S1,200.00       Rate S1,200.00       NM       1       \$3,600.00         Week: 09/17/12       09/23/12      1-       1       \$1,200.00       NM       1       \$200.00         39 WISN 09/15/12       09/30/12      1-       1       \$1,200.00       NM       1       \$200.00         39 WISN 09/15/12       09/15/12       Sa 458-6a       456-6AM       :30       NM       1       \$200.00         40 WISN 09/22/12       09/29/12       News Sa 6p-630p       6-630pm       :30       NM       2       \$1,400.00         Start Date Week : 09/17/12       End Date Oy/23/12       Weekdays Spots/Week Rate S200.00       Rate S200.00       NM       2       \$1,400.00         Week: 09/17/12       09/23/12      1-       1       \$700.00       NM       2       \$1,400.00         Week: 09/17/12       09/30/12      1- <td< td=""><td>37 WISN 09/15/12 09/29/12 Entertainment Tonite Week</td><td>erET Weekend</td><td>:30</td><td></td><td>NM 3</td><td>\$450.00</td></td<>	37 WISN 09/15/12 09/29/12 Entertainment Tonite Week	erET Weekend	:30		NM 3	\$450.00
Week: 09/17/12       09/23/12      1-       1       \$150.00         Week: 09/24/12       09/30/12      1-       1       \$150.00         38 WISN 09/15/12       09/29/12       College Football Game #2       230p-6p       :30       NM       3       \$3,600.00         Start Date Week: 09/10/12       End Date Oy/23/12       Weekdays Spots/Week S1,200.00       Rate S1,200.00       NM       1       \$200.00         Week: 09/24/12       09/30/12      1-       1       \$1,200.00       NM       1       \$200.00         39 WISN 09/15/12       09/15/12       Sa 458-6a       456-6AM       :30       NM       1       \$200.00         Start Date Week: 09/10/12       End Date Oy/16/12       Weekdays Spots/Week S200.00       Rate S200.00       NM       2       \$1,400.00         Week: 09/17/12       09/29/12       News Sa 6p-630p S20/Week S200.00       Rate S200.00       NM       2       \$1,400.00         Week: 09/17/12       09/23/12      1- 1       1       \$700.00         Week: 09/24/12       09/30/12      1- 1       1       \$700.00         Week: 09/17/12       09/30/12      1- 1       1       \$700.00         Week: 09/24/12       09/30/12      1- 1<						
Week: 09/24/12         09/30/12        1-         1         \$150.00           38 WISN 09/15/12         09/29/12         College Football Game #2         230p-6p         :30         NM         3         \$3,600.00           Start Date Week: 09/10/12         End Date 09/16/12         Weekdays 09/16/12         Spots/Week 1,200.00         Rate 1,200.00         NM         1         \$3,600.00           Week: 09/17/12         09/30/12        1-         1         \$1,200.00         NM         1         \$200.00           39 WISN 09/15/12         09/15/12         Sa 458-6a         456-6AM         :30         NM         1         \$200.00           Start Date Week: 09/10/12         Weekdays O9/16/12         Spots/Week Rate Neek: 09/10/12         S200.00         NM         2         \$1,400.00           Start Date Week: 09/17/12         Weekdays O9/23/12         Spots/Week Rate Neek: 09/23/12         Rate Neek: 09/23/12         NM         2         \$1,400.00           Week: 09/24/12         09/30/12        1-         1         \$700.00         NM         1         \$300.00           41 WISN 09/15/12         09/15/12         Sat GMA         6-7a         :30         NM         1         \$300.00						
38 WISN 09/15/12 09/29/12 College Football Game #2 230p-6p :30 NM 3 \$3,600.00    Start Date   End Date   Weekdays   Spots/Week   Rate   S1,200.00						
Start Date Week: 09/10/12         End Date 09/16/12         Weekdays1 1         \$1,200.00           Week: 09/17/12         09/23/12        1 1         \$1,200.00           Week: 09/24/12         09/30/12        1 1         \$1,200.00           39 WISN 09/15/12         09/15/12         Sa 458-6a         456-6AM         :30         NM         1         \$200.00           Start Date Week: 09/10/12         End Date 09/16/12         Weekdays Spots/Week Rate 09/16/12         Rate 09/16/12         NM         2         \$1,400.00           Start Date Week: 09/17/12         End Date 09/23/12         Weekdays Spots/Week Rate 09/17/12         Rate 09/23/12         NM         2         \$1,400.00           Week: 09/24/12         09/23/12        1 1         \$700.00         NM         1         \$300.00           41 WISN 09/15/12         09/15/12         Sat GMA         6-7a         :30         NM         1         \$300.00	the state of the s	230p-6p	:30		NM 3	\$3,600,00
Week: 09/17/12       09/23/12      1-       1       \$1,200.00         Week: 09/24/12       09/30/12      1-       1       \$1,200.00         39 WISN 09/15/12       09/15/12       Sa 458-6a       456-6AM       :30       NM       1       \$200.00         Start Date Week: 09/10/12       End Date Oy/16/12       Weekdays Spots/Week Scool       Rate Scool       1       \$200.00       NM       2       \$1,400.00         Start Date Week: 09/17/12       End Date Oy/23/12       Weekdays Spots/Week Scool       Rate Scool       Rate Scool       NM       2       \$1,400.00         Week: 09/24/12       09/23/12      1-       1       \$700.00       NM       1       \$300.00         41 WISN 09/15/12       09/15/12       Sat GMA       6-7a       :30       NM       1       \$300.00	Start Date	<u>Rate</u>	, •••			45,600.00
Week: 09/24/12 09/30/12 09/30/121- 1 \$1,200.00         39 WISN 09/15/12 09/15/12 Sa 458-6a       456-6AM       :30       NM       1 \$200.00         Start Date Weekdays 09/16/12 09/16/121- 1 \$200.00         40 WISN 09/22/12 09/29/12 News Sa 6p-630p Start Date Weekdays Spots/Week Week: 09/17/12 09/23/121- 1 \$700.00       Rate Start Date Start Date Weekdays Spots/Week Part Store Stor		· ·				
39 WISN 09/15/12 09/15/12 Sa 458-6a   456-6AM   :30						
Start Date   End Date   Weekdays   Spots/Week   Rate   \$200.00			·30		NIM 1	\$200.00
Week: 09/10/12       09/16/12      1-       1       \$200.00         40 WISN 09/22/12       09/29/12 News Sa 6p-630p       6-630pm       :30       NM       2       \$1,400.00         Start Date Week: 09/17/12       End Date Weekdays Spots/Week       Rate Now Now Now Now Now Now Now Now Now Now			.50		14(0)	\$200.00
Start Date         End Date         Weekdays         Spots/Week         Rate           Week: 09/17/12         09/23/12        1-         1         \$700.00           Week: 09/24/12         09/30/12        1-         1         \$700.00           41 WISN 09/15/12         09/15/12         Sat GMA         6-7a         :30         NM         1         \$300.00	Week: 09/10/12 09/16/121- 1					
Week: 09/17/12       09/23/12      1-       1       \$700.00         Week: 09/24/12       09/30/12      1-       1       \$700.00         41 WISN 09/15/12       09/15/12       Sat GMA       6-7a       :30       NM       1       \$300.00	• • • •	•	:30		NM 2	\$1,400.00
Week: 09/24/12     09/30/12    1-     1     \$700.00       41 WISN 09/15/12     09/15/12     Sat GMA     6-7a     :30     NM     1     \$300.00						
41 WISN 09/15/12 09/15/12 Sat GMA 6-7a :30 NM 1 \$300.00						
			:30		NM 1	\$300.00
					l	

(\* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise, on contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Four weeks advance cancellation notice is required unless otherwise specified.

 Contract / Revision
 Alt Order #

 943784 / 4
 06278065

 Contract Dates
 Product
 Estimate #

 09/11/12 - 10/01/12
 DSCC-IE
 1612

Advertiser Original Date / Revision

Democratic Senatorial Ca 09/27/12 / 09/27/12

*Line Ch Start Date End Date Description	Start/End Time	Spots/ Days Length Week Rate	Type Spots	Amount
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/We</u> Week: 09/10/12 09/16/121- 1	<u>ek</u> <u>Rate</u> \$300.00			
42 WISN 09/15/12 09/15/12 News Sa 6p-630p	6-630pm	:30	NM 1	\$500.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/We</u> Week: 09/10/12 09/16/121- 1	<u>ek</u> <u>Rate</u> \$500.00			
43 WISN 09/22/12 09/29/12 Sat 630-7p  Start Date End Date Weekdays Spots/We  Week: 09/17/12 09/23/121- 1  Week: 09/24/12 09/30/121- 1	630-7p <u>ek</u> <u>Rate</u> \$500.00 \$500.00	:30	NM 2	\$1,000.00
44 WISN 09/15/12 09/15/12 ABC Prime College Foo <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/We</u> Week: 09/10/12 09/16/121- 1	tbal 7-1030p	:30	NM 1	\$1,100.00
45 WISN 09/29/12 09/29/12 Badgers FB <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/We</u> Week: 09/24/12 09/30/121- 1	7-1030p <u>ek Rate</u> \$8,500.00	:30	<b>NM</b> 1	\$8,500.00
46 WISN 09/16/12 09/16/12 Late News 10pm Start Date End Date Weekdays Spots/We Week: 09/10/12 09/16/121 1	10p-1030p <u>ek Rate</u> \$1,400.00	:30	<b>NM</b> 1	\$1,400.00
47       WISN 09/23/12       09/30/12       Late News SU 1030PM         Start Date Week: 09/17/12       End Date Oylean       Weekdays Spots/Week         Week: 09/24/12       09/30/12      1       1         Week: 09/24/12       09/30/12      1       1	1030p-11p <u>ek Rate</u> \$950.00 \$950.00	:30	NM 2	\$1,900.00
48 WISN 09/23/12 09/30/12 Su 458-6a <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/We</u> Week: 09/17/12 09/23/121 1  Week: 09/24/12 09/30/121 1	458-6AM <u>Rate</u> \$200.00 \$200.00	:30	NM 2	\$400.00
49 WISN 09/16/12 09/16/12 News Sun 530pm Start Date End Date Weekdays Spots/Wer Week: 09/10/12 09/16/121 1	530-6p <u>ek <u>Rate</u> \$400.00</u>	:30	NM 1	\$400.00
50 WISN 09/23/12 09/30/12 News Sun 530pm Start Date End Date Weekdays Spots/Wer Week: 09/17/12 09/23/121 1 Week: 09/24/12 09/30/121 1	530-6p <u>Rate</u> \$500.00 \$500.00	:30	NM 2	\$1,000.00
51 WISN 09/16/12 09/16/12 Sun GMA <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Wer</u> Week: 09/10/12 09/16/121 1	6-7a <u>ak Rate</u> \$250.00	:30	NM 1	\$250.00
52 WISN 09/23/12 09/30/12 Sun GMA  Start Date End Date Weekdays Spots/Wee  Week: 09/17/12 09/23/121 1  Week: 09/24/12 09/30/121 1	6-7a <u>Rate</u> \$400.00 \$400.00	:30	NM 2	\$800.00
53 WISN 09/23/12 09/30/12 News Sun 7-9a <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Wee</u> Week: 09/17/12 09/23/121 1  Week: 09/24/12 09/30/121 1	7-9am <u>Rate</u> \$500.00 \$500.00	:30	NM 2	\$1,000.00
54 WISN 09/23/12       09/30/12       This Week With George         Start Date       End Date       Weekdays       Spots/Week         Week: 09/17/12       09/23/12      1       1         Week: 09/24/12       09/30/12      1       1		:30	NM 2	\$2,000.00
55 WISN 09/16/12 09/16/12 This Week With George	Step930-1030am	:30	NM 1	\$650.00

(\* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise, on contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Four weeks advance cancellation notice is required unless otherwise specified.



	Contract / Revision 943784 / 4	Alt Order # 06278065
Contract Dates	Product	Estimate #
09/11/12 - 10/01/12	DSCC-IE	1612

 Advertiser
 Original Date / Revision

 Democratic Senatorial Ca
 09/27/12 / 09/27/12

Spots/

				Spor	5/			
*Line Ch Start Date End Date Description	1	Start/End Time	Days	Length Weel	k Rate	Туре	Spots	Amount
Start Date         End Date         Weekdays           Week:         09/10/12         09/16/12        1	<u>Spots/Week</u> 1	<u>Rate</u> \$650.00						
56 WISN 09/27/12 09/27/12 LastResort <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> Week: 09/24/12 09/30/121	Spots/Week 1	Thu 7-8p <u>Rate</u> \$2,000.00		:30		NM	1	\$2,000.00
57 WISN 09/11/12 09/11/12 Trust  Start Date End Date Weekdays  Week: 09/10/12 09/16/12 -1	Spots/Week 1	Tue 8-9p <u>Rate</u> \$1,800.00		:30		NM	0	\$0.00
<u>Spot Ch</u> <u>Date Range</u> <u>Description</u> 1 WISN 09/10/12-09/16/12 Trust See MG 34.3,34.4,34.5		Start/End Time Tue 8-9p	Weekdays -Tu	<u>Length</u> :30	<u>Rate</u> \$1,800.00	<u>Type</u> NM		
58 WISN 09/11/12 09/11/12 NYMed <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> Week: 09/10/12 09/16/12 -1	Spots/Week 1	Tue 9-10p <u>Rate</u> \$1,800.00		:30		MM	0	\$0.00
Spot         Ch         Date Range         Description           1         WISN         09/10/12-09/16/12         NYMed           See MG         34.3,34.4,34.5		Start/End Time Tue 9-10p	Weekdays -Tu	<u>Length</u> :30	<u>Rate</u> \$1,800.00	<u>Type</u> <i>NM</i>		
				To	otals		136	\$154,900.00

Time Period # of Spots **Gross Amount** Net Amount 08/27/12 - 09/30/12 \$124,440.00 133 \$146,400.00 10/01/12 -10/01/12 3 \$8,500.00 \$7,225.00 Totals 136 \$154,900.00 \$131,665.00

Signature:	Date:	
orgnature:	Date.	

(\* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise, on contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Four weeks advance cancellation notice is required unless otherwise specified.